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MEDICAL ECONOMICS

October
1929

The Business Magazine of the Medical Profession

H. Sheridan Baketel, A.M., M.D., Editor
Harold S. Stevens, Managing Editor
Merryle Stanley Rukeyser, Financial Editor
Lansing Chapman, Publisher

Contents for Volume 7, Number 1

Industry Picks Up the Stethoscope	- - - - -	9
<i>Russell J. Waldo</i>		
Dr. Hudson	- - - - -	13
<i>As told to Frederick A. Fenning</i>		
It's an Odd Thing About Medicine	- - - - -	15
Those First Two Years Are the Hardest!	- - - - -	16
<i>Martin I. Kirschner, M. D.</i>		
Everybody's Business	- - - - -	18
<i>Floyd W. Parsons</i>		
Why Not Ask the Victim?	- - - - -	20
<i>Roland G. Breuer, M. D.</i>		
In Our Country	- - - - -	23
<i>N. Neeckx, M. D., Lommel, Belgium</i>		
Leaves from the Diary of a Physician's Wife	- - - - -	24
<i>Mary K. Best</i>		
The Doctor and His Investments	- - - - -	26
<i>Merryle Stanley Rukeyser</i>		
St. Paul's Bureau	- - - - -	28
<i>H. M. Temple, Jr.</i>		
The Hotel that Became a Private Hospital	- - - - -	31
<i>Hannah Hemphill Coleman</i>		
My Patients Don't Go to Chains	- - - - -	37
<i>Cecil C. Lawhorn, M. D.</i>		
Problem in Economics	- - - - -	38
<i>H. Sheridan Baketel, M. D.</i>		
This Month's Free Literature	- - - - -	63
Tours and Cruises	- - - - -	67

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(Department M)

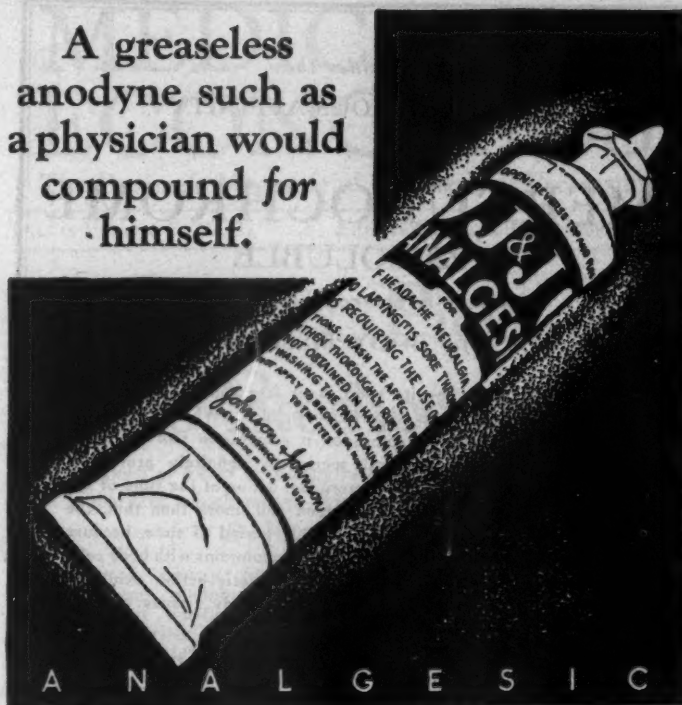
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Natural Body Defenses Are Not Interfered With

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MEDICAL October 1929 ECONOMICS

The Business Magazine of the Medical Profession

This is Volume 7, No. 1

Editorial Offices: Rutherford, N. J.

INDUSTRY Picks Up the Stethoscope

Big business of today is taking keen interest in the health of its workers, which means opportunity for the physician

By Russell J. Waldo

A recent survey of what industry is doing in the field of medical service showed the writer the positive fact that the attention the employer is now giving to the health of his employees is not only constantly upon the increase, but is becoming so focused as to create a situation best described as miniature state medicine.

With the average physician the question immediately arises "Whence comes this increased interest of the employer in his workers' health?"

Is the phenomenon a result of philanthropy on the part of the industrial leader? Has he suddenly changed from the imaginary wide-girthed, silk-hatted monster with heart of stone of the preceding business era, to a soft blubbering social worker shedding hot tears over the minor ailments and complaints of the hard-worked mortals in his employ? The answer is that although business has become far

more human than was the case at the beginning of this century, industry today is interested in medical service because of the actual cash savings which may be realized through this avenue.

The plain fact is that industrial leaders were very slow to accept the advantages available through the establishment of first-aid rooms and small hospital equipment. They looked at it as just another expense. Gradually, after some experience and close examination into the benefit, they began to try out a full program, to look to the industrial nurse and physician to reduce the injured days off of their workers and to improve their workers' health.

A great light began to dawn. A sick worker is an inefficient worker. A worker under the process of cure was an unproductive worker. Prevention, therefore, was cheaper than cure.

In the relatively few years of their existence, medical depart-

ments have proven their worth to the great industrial plants of this country and are now considered to be a most essential element in production.

The most outstanding result, of course, has been the reduction of accident days off for workers. Previous to the inau-

guration of the works hospital improper attention to injuries resulted in a greater number of days off because of accidents. One of the first noticeable benefits to industry was the retention of many workers upon their job even during the day of the injury. In more severe injuries



(At left) a minor injury being dressed in the surgical department of the Goodyear Tire & Rubber Co., Inc.

The other two photos were taken in the plant of the Endicott-Johnson Company, shoe manufacturers.



the reduction of days off convinced officials that the first-aid room was of vital importance to them.

Following these savings to the employer and the employee it has been a comparatively easy task to seek a broader scope of activity. In scores of instances industrial physicians have told of improvements in hospital service which have been suggested by the executives even before the industrial physician would have felt safe in asking for those innovations for better service to the workers.

In the United States many industries began their medical examination of applicants before they added their first-aid rooms. There were however many industries in which the works hospital was an essential project before the medical examination was introduced.

The comment of one of the leading storage battery manufacturers is interesting in this respect: "About the time we realized the hazards of lead in the manufacture of our battery plates we not only decided to

institute medical service for our workers but to more carefully look into the conditions of the applicants' health. This examination of the applicant before getting upon our payroll discovered many who would have been unable to withstand the dust of the lead process. We considered it therefore a distinct advantage to both the man and ourselves".

In connection with the same phase of employment one of the prominent watch manufacturers added: "We utilized our first-aid room to the limit when we check carefully the sight of the applicant. Many an applicant's sight is impaired sufficiently to reduce his efficiency in our organization, and to place him upon the payroll would in many cases result in a waste of much material. There is another side of this question. By knowing the condition of the eyes many valuable workers can be used by giving special attention to the light which they shall work under. Often the addition of a localized light unit will adequately correct the situation. In case we knew nothing of this



deficiency in the workers vision a huge waste would be experienced before we knew it."

The experience of the telephone companies has been a substantial proof of the real need of examining the sight of workers. Work upon the switchboard or in plant maintenance requires first of all clear distinction of color. This requires but a moment of time and returns handsomely dividends.

Physicians in general usually misunderstand the scope of the works hospital and the duties of the industrial physician. The majority of plants do not retain

a physician at their plant for the entire working day. When the total number of workers reaches around one thousand, it is then common to find the full time physician. As the number increases, doubles or trebles that, then the full time physicians are increased in proportion. The usual custom for less than one thousand workers is to employ part time physicians who usually spend a certain number of hours at the plant daily and are upon call at other hours.

Usually a physician is selected who lives close to the plant, making
(Turn to Page 101)



The laboratory and physiotherapy room at the Endicott-Johnson factory.



"... he was apparently without funds, sick, and not communicative—so he was promptly dispatched to our hospital."

Dr. Hudson

The State Hospital Medical Director tells the strange story of Mary Doe in another of his reminiscences

TWENTY-FIVE years ago hospitals for mental cases began to realize the value of women physicians. At first they were employed only in the female departments. Now these departments in many hospitals are directed entirely by women, and we often find women doctors on the men's wards. One large institution has a woman in charge of its receiving building, where she gives initial attention to patients of both sexes. Not only have women shown special adaptation

to this line of work, but their presence in residence has improved the general tone of the hospitals.

It has been my observation that girl internes and juniors spend more time at the hospital than do the young men. When the man is off duty he seems naturally to gravitate toward the town while the girl is more apt to stay on the reservation.

Many years ago we had an interne—I will call her Dr. Hud-

son—who spent her spare time in developing a rather useful and most unique hobby. She turned her attention to the “Doe” patients.

Every large hospital has its John Does and Mary Does, and they are usually further distinguished as No. 1, No. 2 and so on. Of course, the institution tries to identify these people and learn their true names. For a variety of reasons efforts in this regard are not often successful. Some patients hide their identity with meticulous cunning. To be sure this may be in keeping with a warped mental condition, such as that which leads a patient to believe that to be recognized by his rightful title of King of the Masons he must never disclose that at one time he was known as Frank Johnson.

An uncommunicative, sullen chap will stand mute or, in brief and forceful language, order the inquisitor to be on his way. Again, there are those who can not talk, and occasionally a man

or woman whose mind is a blank as to early events.

Dr. Hudson early determined that, as she expressed it, one should get a “thrill” out of fastening the correct name on a John Doe or Mary Doe. Also, she had in mind the possibility of reuniting families. She pursued her inquiries and investigations in her own time, and it was understood that the incidental correspondence should be conducted as hospital business. At that time we had two unidentified men and one such female patient.

John Doe No. 1 proved to be an unsolvable problem. Probably this was due in part to the fact that he had been in the hospital longer than any of the staff and had come at a time when the admission records were very indifferently kept. The book in which early admissions were entered had a blank space for the home address of patients. As to John Doe No. 1, the entry in this space was simply “U.S.” *Dur-*
(Turn to Page 113)

The Notary's Mistake

Reported by Lawyer Hayward



endorser.

“I, the said Notary Public did duly present the said note, at the office of A, the maker, and demanded payment, which was refused,” the notice of dishonor stated.

“The note should have been presented at the bank where it was payable; the notice of dishonor is insufficient and I am

HAD given a note to a doctor, payable at a Mississippi bank; C endorsed it; the note was dishonored, protested, and the protesting Notary Public notified C, the en-

released from any liability as endorser,” C might have said—but did not.

“I’ll pay it, if A does not,” is what C actually promised, when the doctor pressed for payment; the doctor sued C as endorser, and C set up the defense that he had not received a legal notice of dishonor.

“I admit that, but when the note was dishonored, and you were notified your promise to pay would cover any defect in the notice,” the doctor retorted, and the Mississippi Supreme Court ruled in his favor in 111 Southern Reporter, 578.

It's an odd thing about medicine!

**WHEN YOU GLANCE OUT INTO THE
WAITING ROOM AND SEE IT
CROWDED AND
THINK THINGS
ARE RUSHING —**



**AND THEN FIND IT IS ONLY A DELEGA-
TION OF THE BENEVOLENT WORKERS
SOCIETY ASKING
FREE MEDICAL
SERVICE — DON'T IT
MAKE YOU
BOIL?**



Spof

Those First Two Years

Items-1929	Rent	Gas & Electric	Telephone	Insurance	Car	Org'n Dues	Recreation	Books, Etc.	Supplies, Drugs	Clothing, Etc.	Miscellaneous	Total Expenses	Total Income	Income- Professional	Other
January															
February															
March															

THE first few years of practice in any profession are not all "peaches and cream", by any means. Still less is it so of medicine. What a wide difference there is between the idealism inspired in the breast of the young medical student and the fog of depression in which he sits in his freshly equipped office during that first month or two!

Perhaps it would not be wise to give too emphatic a picture of what lies ahead to the recruit in the ranks of medicine. After all there is nothing to be gained by it. But I firmly believe that there are certain things which *should* be told—certain lessons which every physician must learn from his more or less bitter experience and which, were they pointed out at the proper time, would eliminate much waste and disappointment.

Yet the men with whom the young student or interne usually comes in contact have left the early days so far behind that they are practically forgotten. They speak from a viewpoint which is perhaps *too* mature. They have long ceased to worry about problems which are paramount in the mind of the beginner, a circumstance which may sometimes

make their counsel the less practical.

While I can not claim to have found the last answer to these problems or to have discovered any sure principles for success, the fact is that I have just emerged from my first two years in general practice in New York City, considerably the wiser than when I entered them.

And since my experience is perhaps typical of the average physician who begins his career in the city. I set down here a rather rambling account of what I have seen and learned during these two years.

For the young doctor not yet embarked upon his voyage into the seas of practice there may be a few points in my account that will aid him in his navigation; for older readers there may be a general sort of interest in reading the reactions of a physician of the present generation to the eternal problems of a medical practice.

I was graduated from a Grade A school on July 1st, 1925; one year later my shingle was out in a comparatively new section of the upper Bronx, New York City. The intervening year (which was spent in a general Class A hospital just ten miles from New

Are the HARDEST!

A "beginner" looks back from his third year of practice, and tells what he sees to other beginners

By Martin I. Kirschner, M. D.

New York City

York) had been the most care-free and enjoyable time of all my life. There were no such worries as rent, laundry, building a practice, and so forth. When I awoke in the morning breakfast was waiting for me.

But suddenly life became a reality. What a change! I had never experienced such dreary, lazy, slow-moving minutes. Nothing to do and lots of time to do it in. Many times I sat before a picture of my fellow graduates and wondered whether they were more fortunate, or even more occupied.

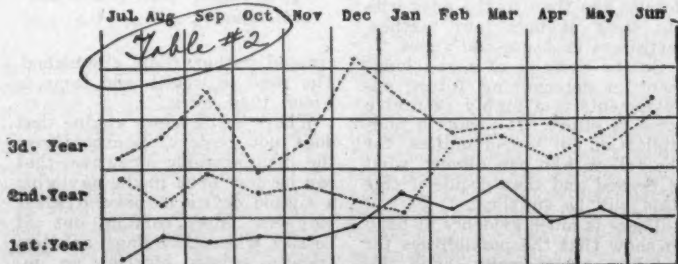
I wanted to study, to read some of the books in my incipient library, but my mind was not receptive for anything but going out on calls, and few called me.

This was the "nesting period" of which I had heard so much. I had dreaded it but I had never thought it was to be as bad as this. The end of my first month of "home watching" netted exactly fourteen big dollars!

One of the first things I did was to join the county medical society, which automatically made me a member of the state society

(Turn to Page 107)

	Specialty	Number seen in 1st Year	Number seen in 2nd Year
<i>The author uses these three tables to classify expenses, keep tabs on income, and summarize his cases.</i>	Surgical	51	72
	Neurology	23	28
	Medical	97	111
	Dermatology	9	12
	Pediatrics	23	42
	Obstetrics	5	6
	Gynaecology	13	12
	Genito-urinary	11	15
	Ear, Nose & Throat	102	75
	Miscellaneous	42	44



Everybody's . .

Unfinished Jobs

HOW simple success would be if only we could see ahead clearly. The coming of the railroad, the automobile and the radio brought tremendous changes in life and industry generally. What are the factors today that will remold our habits and practices, carrying us on into still another new era? Will travel by air create new commercial centers and transform what are practically inaccessible lands into valuable holdings?

What will be the outcome of the electrification of farming, the consolidation of already large corporations into huge combines, the stabilization of gold, the manufacture of artificial weather on a large scale, the banishment of unnecessary noise, the abolition of slums, and greater scientific effort in the preservation of health?

Those who can anticipate trends have a great advantage. Think of the difference in the opportunity of people entering the electrical industry 20 years ago and those who cast their lot with coal mining. Think how much greater have been the rewards to investors who put their money into automobile manufacture a decade ago than to the ones who put their savings into textiles, fertilizers or boots and shoes.

So the exercise of sound judgment in determining future developments is a highly profitable form of effort. It means a multiplication of opportunities for the fellow who can discern what is needed and then decide if this need will be supplied.

There is much evidence at hand to show that the possibilities for notable achievement have in-



"Anyone walking along city streets will discover endless opportunities for profitable achievement . . ."

creased rather than diminished. The road to wealth and fame is wider than ever.

Where is the motor engine that does not require decarbonizing; the photographic negative that can be developed in the daylight; a simple device to prevent glass stoppers from coming out of bottles when traveling; an electrically driven bicycle; an in-

Business

By Floyd W.
Parsons



"... We need more minds that are not afraid to go home and think—more people who can spot a fallacy."

indicator to denote when the domestic iron is sufficiently hot to use without scorching the article to be ironed; and a mail box that will receive letter packets singly, record their weight, indicate the amount of money to be inserted, and then, after the coins have been dropped, date-stamp and frank the letter, ready for the post office collector?

All sorts of accessories have been created for use on automobiles, but still there is need for a motor-car windscreen that will remain clear and give a large field of vision without the use of a mechanical wiper. We need an unpuncturable pneumatic tire, and a cheap apparatus for eliminating or absorbing the exhaust fumes that the modern automobile gives off.

Inventive minds must give us a chemical process for making fireproof paper to be used for bank notes and other important documents. We must have a bottle for holding poison which can be easily distinguished; a pencil that marks as black as ink; a rubberized, or other durable fabric for the heels, toes and soles of socks and stockings; a fountain pen to write with inks of different colors, as required; a lighting appliance capable of penetrating fog; a lawn mower that is silent; a magazine hammer that will supply a nail every time the hammer head is struck; and some kind of solvent to wash away all trace of milk from pipes and all sorts of dairy utensils.

Where is there a lifebuoy of pocket size which could be instantly inflated by compressed or liquefied gas by merely pressing a trigger? Where can one find a durable transparent medium that will transmit ultra-violet rays and yet cost very little more than ordinary window-glass?

Certainly we may expect that science may provide us with better methods for cleaning windows, for clearing leaves, paper and other rubbish from gardens and parks, and for eliminating street noises and vibrations from rooms overlooking avenues that carry heavy motor traffic.

(Turn to Page 49)

But Why Not



The ten-dollar residence of the country hack, and the ten-dollar office at the cross-roads (just beyond the large sign on the right).

AT the state meeting some time ago, a stranger sidled up and asked me to lunch with him. Not being as numerous as of yore, the free lunch was gleefully accepted. While awaiting service at the gustatory emporium, the stranger unburdened himself. He was a physician in a small town of less than 300—one of the galaxy of “average” country practitioners who, through his years of service, had not fared so badly.

After the preliminaries he came to the point: “Doctor, a few of us were discussing your last paper on the country-doctor that the State Journal published recently. I was deputized to talk to you and get you to answer that damn tommyrot that MEDICAL ECONOMICS is always printing about the terrible plight of us fellows. You have had experience both as a city physician and now as a country physician. Why don’t you write ‘em and tell ‘em they’re all wet! A lot of the fellows want you to, and will back you up!”

There you are, Mr. Editor—the voice of the victim himself. “Damn tommyrot,” he calls it.

Something like the heathen, who doesn’t seem to realize and appreciate the wonderful blessings of the civilization that the missionaries are ramming, willy-nilly, down his throat. The civilization that tore him from his age-old dreams of peaceful freedom and saddled upon him the griefs and hurry and nervous wear and tear of their conception of “right.”

The heathen was contented with his original lot. So was, and is, the normal country practitioner. But, like the heathen, the average country doctor (the one most concerned) has “nothing to say for publication.” He is too busy laying by the little silver disks that just WILL roll his way in the terrible solitude of the cross roads. A decade of study of this “medicoruralis,” both as one of them and from the long-focus of the city, has brought out most vividly this conclusion: that by far the most “hollering” is done by the occasional failure, or by the discontented one, who does not “fit” into a country practice. For it takes certain traits and attributes to be a successful practitioner at the crossroads as

Ask the VICTIM?

Most of us who practice at the cross-roads are there because we like it!

By Roland G. Breuer, M. D.

Haddam, Kansas

well as to make one shine on the avenue. Some would never fit anywhere.

A single nervous snort can bring unrest to the whole herd; the braying of a single discontented donkey can cause a general stampede. A lot of trouble could have been avoided had the Great Boss corralled the discontented jackass in the proper pen.

After all, isn't all of this discussion useless and even a bit foolish? Isn't it a fact that for every one that is discontented, there are a hundred that are contented and happy—who are respected and often revered in their communities? Who are pillars of strength to those around them and who peacefully go through life and grow old in this service, that is the greatest that one human being can give to his brethren?

Of course there are times when the good, old Model-T churns through mud up to its groaning hubs. Truly the country hack's hours "on call" often swing twice around the clock dial in a day, and he works handicapped by

lack of expert advice and the glittering knick-knacks of city practice. He cannot escape the contempt of familiarity, since his patients are his everyday friends—and everyday friends are apt to forget that medical services should be paid for promptly within two years.

But paid he gets, according to his business ability. The old gag about every country doctor dying with a hundred thousand or so on his books is all hooey. Some loss there is—just as in the iceman's game, or the farming game, or big business—except "overhead" and "shrinkage."

It is also true that there are fewer physicians in the country districts today than ever before. And that many of their patients hop into a car and streak it to the closest (or farthest) city to fatten the income of the specialist there. All the disadvantages pointed out by your correspondents are here—and some that they either overlooked or mercifully left out.

BUT—remember the recent gag, "I'm Lookin' at the World

*The old
"Model T" takes
the mud when
all others fail.*



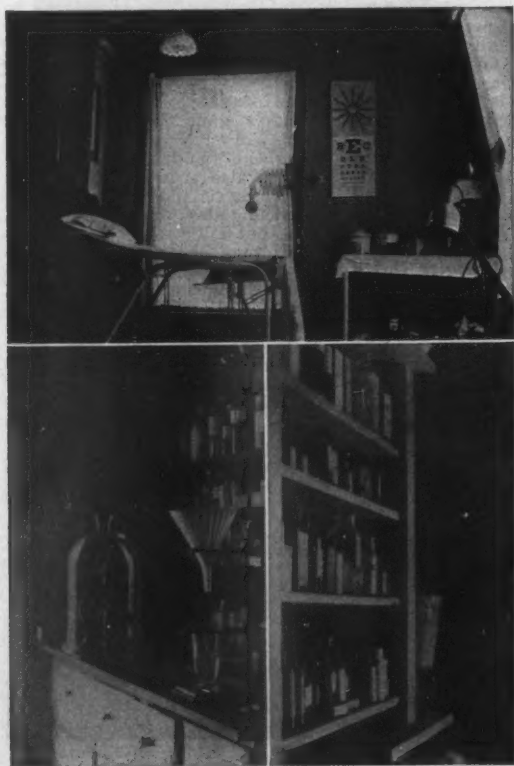
Through Rose-Colored Glasses." The writer of this particular piece of delirium had the right slant: *it depends on your lens*. If some of your "nays" would exchange their blue lenses for said Fuchin-tinted ones what would they see?

First, that there are not more physicians in the country today because of the mandate of the Law of Demand and Supply—they are not needed. Good roads, powerful automobiles, better equipment and medical training enable these fewer practitioners to take care of territories *five times as large* as of old. And

they can take care of them better and more quickly.

These country hacks are practicing good, sound medicine and surgery as good and as sound as 95% of their city brethren, who, after all, are nothing more or less than country hacks glorified by a polished setting; who have come through the same training mill and practice with the same agencies on the same bodies as the country healers. After all, 90% or more of this great land of ours consists of "the country," so called. Think it over.

Turn to page 43



The three principal departments in the ten-dollar office are (top) the surgical department, (at left) the laboratory, and (at right) the pharmacy. The author calls attention to the "water - works" peeping from behind the drug cabinet.



Photo by
Ewing
Galloway

*"They are so damned
humorous!"*

In Our Country

*If the rural physician in America thinks his lot hard, he should
get a taste of practice in other countries*

By N. Neeckx, M. D.

Lommel, Belgium

I HAVE been established for nearly 40 years as a country doctor in the Flemish part of Belgium, and find it very interesting to compare the physician's life and surroundings as described in your publication with what I have known in my own country.

I gather from various articles that in America, as well as here, many doctors work hard for their living, while only a few favoured ones gather a truly large income.

In Belgium the young doctor is usually 24 or 25 years old when he graduates. He has then spent seven years at the University, after having passed six years in college doing classical studies. If he wants to become a specialist he then spends one or two years as an assistant at his own University and afterwards—if his means allow this—he passes one

or two years in the hospitals in France, Germany or Austria.

The new country doctor, who is not a specialist, often settles down in the village where he was born and usually succeeds in building a practice after the passage of more or less time. It rarely occurs here that a country doctor leaves his practice to start afresh in town. His best years have been spent trying to make people trust him and call him, and he lacks the pluck to begin it all over again in a town, even if he thinks his financial returns might prove better there.

I believe the earnings of the country physician may be approximately rated at from 35,000 to 90,000 francs per annum. That is, 1000 to 2500 dollars. (Before the war five francs were worth one dollar, but now one dollar

Leaves from Physician's

(the first year)

October 1.

WE're launched! Bob waited till quite late last night and then hung out his shingle. He nailed it against the side of the house, while I put the white glass sign in the parlor window. It looks lovely: "Robert Blank, M. D."

Some day we'll have a downtown office suite, but just at first we're going to use our parlor for the waiting room. The back parlor makes a fine office (it has a separate door into the main hall), and the little room back of the office is just big enough for our bed and a chair. Thank goodness the dining-room, in back of that, is a good size, with a bay window on the side. It will be our general living room. Then besides all this we have a kitchen, a bath-room and a private hall. We're well-fixed for room, except a guest room, and for that we can use the big day-enport in the waiting-room, if necessary.

Everything is very small and bristling with newness, and I love every stick of furniture in it. Bob thinks he oughtn't really to have everything new—it makes him look too much like a new doctor, and people won't have confidence in him. The only old thing we have is a second-hand set of medical books that he took in payment of a poker debt at the staff house of the hospital where he was interne last year. But I tell him the new doctors are sure to be the up-to-date doctors, and very soon the whole neighborhood will be clamoring for his services.

October 3.

Nobody has clamored yet!—We both fooled around with the chores all morning, waiting for a patient to ring the bell. About eleven o'clock Bob went briskly out with his nice black bag, looking very important and in a tremendous hurry. In case any of the neighbors are looking, I'm sure they will think he was rushing off to an emergency case. Really, he just went to the barber shop for a hair cut, and to bring back a loaf of bread and some cheese from the grocery store. I meant to tell him to get some potatoes too. I'm afraid to go myself and leave the place alone. Somebody might come.

October 5.

Still waiting. The "Doctor's Bell" sign is brightly polished, not a speck of dust in the waiting-room, and the office looks SO efficient. Bob spread himself on the office. His mother gave him a fat wedding-check to furnish it, so I could spend a little more on the waiting-room. Of course the doctor's office is important. But I do thing the waiting-room ought to be right, too. Patients see that room first, and they spend more time there with nothing to do but just look around and criticize while they wait.

Our waiting-room is the sweetest, cheeriest little place. Oh, WHY doesn't somebody come?

October 6.

A nice-looking man came this morning, and I was so excited I hustled Bob into the office before he finished his after-breakfast cigarette. But it was only a detail man. He left some samples

the Diary ^{of} WIFE _a

of malted milk that I can use very nicely, but I was so disappointed that I cried—not before Bob, of course. He feels bad enough as it is, and I've got to be brave and patient.

There must be plenty of sick people around. I'm sure they couldn't find a smarter doctor than my man.

October 7.

Old Mr. Horton came into the office today—but he doesn't count as a patient. He was out for a walk anyway, he said, and stopped in to see how we were getting along. He sat and talked about himself for an hour and Bob gave him a prescription to try for his cough. But of course Mr. Horton wouldn't think of paying us, although he's got lots of money. He's known Bob since babyhood and still calls him "Robbie."

October 8.

Our first honest-to-goodness patient has arrived! He came in tonight while Bob and I were playing pinochle in the office, to pass the time away while we waited. And Bob made him sit in the waiting-room until we finished the hand, too. Then he escorted me out the office door, pretending I was a patient, and giving me some final instructions in a loud voice for the benefit of the real patient in the other side of the folding-doors. We could hardly keep our faces straight while we did it, and I almost spoiled the whole thing by kissing him good bye. But it was a very silent kiss.

Our patient is an actor from a local burlesque show, and Bob says he has scabies. The actor

said lots of the company had the same itch, so Hubby gave him an extra large prescription, so they could all use the same ointment. I couldn't help wishing, when he told me about it, that he had prescribed just enough for one; then maybe some of the other actors would come to our office. But I am awfully proud that my husband is so honest, and is more interested in curing disease than in making money by it. Maybe there won't be enough ointment in that prescription to take care of ALL of the company, anyway.

October 10.

I guess there was enough ointment after all, for no more actors have come yet. In fact, nobody at all has come.

October 13.

We are going to get our first dollar (the one from the scabies actor) framed as a souvenir. I hope it won't also be our last dollar. If only we could DO something to get practice started. But we can't advertise for patients, and how are people to find out what a good doctor Bob is, if they won't give him a chance?

October 16.

Last night (or rather, early this morning) the telephone rang. We were sound asleep. It gave me a thrill to hear its shrill call, with everything dark and quiet. Bob got dressed in a jiffy and went off with his little black bag. Of course I had to keep awake to make him a hot drink when he came back, and hear all about it.

The patient was an old man who had fallen asleep in the arm-

Turn to Page 69

The Doctor . . .

[Answering a financial riddle]

CAPITAL is only a tool. Sometimes too much is expected of it. It must be used in proper proportions lest it prove ineffective. Some mercenary individuals accumulate more funds than they will ever need. Their proportions are wrong; perhaps too much work and too little recreation—probably too much pursuit of profit and too little devotion to family and to scientific research and to art.

On the other hand, the individual who desires to live on the proceeds of an inadequate capital fund raises an insoluble problem. A physician in Boston, Mass., aged about fifty, presents such a financial riddle. His story is best told in his own words.

"In 1921," he confides to me, "I became very ill as a result of my profession, and all the physicians that knew me called me a martyr to the profession. I was a number of months in a hospital with day and night nurses, have had seven transfusions and then went to the country to recuperate. All this has eaten up the little money that I, as a physician, could accumulate. When

I was at the last few hundred dollars, I reopened my office. I never became nor will I ever become perfectly well. I am a chronically sick man and a semi-invalid. I did a small and limited practice, and, thank God, I managed to support my family in comfort and even saved up \$9,000. Of this I have bought \$5,000 worth of bonds of the New York Guarantee and Title Mortgage Company, paying $5\frac{1}{2}$ per cent and \$4,000 I keep in a savings bank at $4\frac{1}{2}$ %.

"The first question I want to ask is: Please let me know whether this investment is 100 per cent safe? My bank recommended these bonds to me. Would you advise me to keep them or are there more safe ones?

"During the past few months I have become a little worse. My doctors tell me that I shall have to cut down even on this limited practice that I am doing. Of course, I shall then have to draw the interest of my money or I will not be able to support my family. The interest in all amounts to \$425, which is very little. Can you perhaps recommend me some better investments,

"The truth is that no investments are 100 per cent safe. Absolute safety is an ideal which good investments strive at but never attain . . . the ordinary investor does not try to run away from risks, but seeks to offset hazards through averaging them by means of a program of diversification."

and his Investments

By
Merryle
Stanley
Rukeyser



i.e., would bring a larger income and at the same time should be absolutely 100 per cent safe. You can readily see that I cannot afford to lose even a dollar in bad investments. I would like to invest \$8,000 and keep \$1,000 in the bank for a rainy day. Of course,

the securities, besides being 100 per cent safe, must also be such that could easily be disposed of, because I don't know what might happen to me that I should need the money.

"An advertisement appeared in
(Turn to Page 53)

Monthly Statement of Accounts Collected by
Physicians and Dentists Service Bureau, Inc.

Lowry Medical Arts Building

ST. PAUL, MINN.,

To _____

Address _____

[illegible]

**"Credit rating follows
on the heels of
collection"**

St. Paul's Bureau

A credit and collection service, nurses' registry, legal counsel, and a financing service for patients are only a few of its activities

By H. M. Temple, Jr.

THERE has been gradual tendency on the part of physicians and dentists the country over to amalgamate themselves into a common unit, for the protection of one another against the unscrupulous public, that portion who make a practice of going from one member of the profession to another without the remotest idea of ever reimbursing any of them for the services so diligently rendered.

Another great problem that is common to all localities is the "charity" problem. Both of these subjects have been covered by volumes of material, and anything I may add would seem to

be somewhat superfluous. The problems of collections, dead-beats, and the giving of charity present themselves in St. Paul just as they do in every metropolitan center, and largely with the same results.

The story of how these problems were met constitutes the history of the Physicians and Dentists Service Bureau, Inc. now about to enter its second year.

There had been some feeling that, due to the strongly organized charity and welfare organizations in St. Paul, the men of the professions were perhaps being called upon to donate more

of their time than was absolutely fair or essential. The doctors were willing enough to donate their service as needed, but, as with all things, it was necessary to place some limitations.

During the winter months of 1928 a committee of three men of the medical profession got together and discussed the idea of organizing a service bureau. The bureau, according to their conception, should embrace such activities as would relieve its members of many of their financial worries; it could be a sort of clearing house for economic problems. The final result was the Physicians and Dentists Service Bureau, Inc.

One of the first difficulties that had to be faced, concerned a privately owned telephone exchange for the transmission of calls from patients to physicians. Some of its members were not entirely satisfied with the manner in which this privately owned exchange handled its calls, and they wished to have an exchange which would be directly under their own supervision. After a great amount of laborious work in lining up the necessary details of organization such a service was finally put into effect on July 1st, 1928.

All calls coming into this bureau are relayed if possible directly to the doctor; in the event of an emergency call the physician nearest to the point from which the call comes is

sent. The physicians themselves often have messages to be relayed to patients or friends, which can be better handled through the present organization than would be possible with a privately owned exchange.

The charges for the telephone service are borne by the physician-members of the bureau on a cost basis.

The next activity to be taken up was the collection of delinquent accounts and the making of credit ratings. The committee in charge of the bureau decided that something could be done to raise the percentage of collectibility of their constituent accounts and that the bureau, with each member backing it, could bring about great results. Through the organization the delinquent patient could be handled in much the same manner as the department store credit manager handles his delinquent accounts—that is, maintaining so far as possible the good will of the patient without allowing him to forget his debt.

It is quite apparent that the contact between patient and doctor is so personal that the latter is often reluctant to place many accounts with the ordinary collection agency. When however, the account is in the hands of a bureau under official supervision, it is handled very much the same as the physician's own office would handle it, using pres-

Turn to Page 91

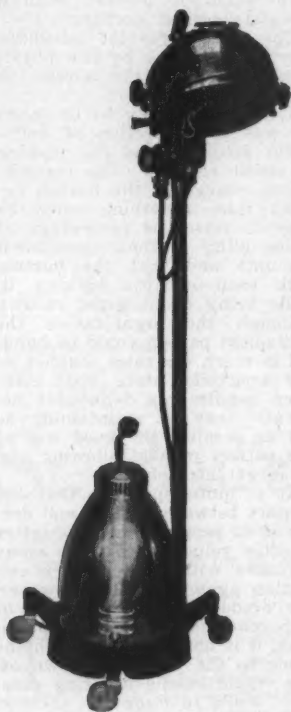
Doctor	Date	File No.	Rating
Name	Address		
Age	Phone	Employed by	
Responsible party	Address		
Amount due \$	Last date services rendered		
Should patient pay?	Date of last p'tmt.		
Does patient deserve charity?			
Remarks re patient or account:—			

Mail this card to Physicians Services Bureau, Inc.
Lowry Medical Arts Bldg., St. Paul

"...The public at large have learned to respect the purpose of the bureau rather than to fear it—unless they have violated confidence."

Now...The SUPER Alpine Sun Lamp

*A High Intensity Quartz
Lamp for the Busy
Physician or Hospital*



Divisional Branch Offices

Atlanta, Ga. Medical Arts Bldg.
Chicago, Ill. 30 N. Michigan Ave.
New York, N. Y. 30 Church Street
San Francisco, Cal. 220 Phelan Bldg.

✦

HANOVIA LAMPS

for Light Therapy

NOW comes Hanovia's latest contribution to the science of light therapy—the new Super Alpine Sun Lamp.

The ever increasing use of ultra-violet ray therapy made the development of such a lamp imperative. Both in hospitals and private practice, the number of patients who are regularly being given treatments has continually grown.

A new lamp with greatly increased intensity is the one practical way of solving the problem. The new Hanovia Super Alpine Lamp with a higher effective ultra-violet intensity, is just such an instrument.

Nor have Hanovia engineers stopped there. For this new Hanovia Lamp has a greatly simplified control. It is built as nearly trouble-proof as possible and all operating mechanism is easily accessible.

It is equipped with direct reading Voltmeter and rheostat control for adjusting burner voltage to any predetermined values.

It has an accurate dosage control. It has long burner life and its mechanical design has been greatly improved in accordance with the latest developments of modern engineering practice.

For complete information regarding the new Super Alpine Sun Lamp and our various other lamps for scientific and professional use, send in the coupon.

Hanovia Chemical & Mfg. Co.
Dept. C-17 Newark, N. J.

Please send me, without obligation,
literature describing Hanovia Ultra-
Violet Lamps.

Dr. _____

Street _____

City _____ State _____



*"The ones who
come for pleas-
ure take quickly
to the lakes and
mountains."*

The Hotel that Became a Private Hospital

By Hannah Hemphill Coleman

THIS story is an account of how an expiring and unprofitable real estate project was transformed into a successful medical venture—proving that doctors do not always bury mistakes (if it is a mistake for a physician to enter the field of buying and selling.)

As far back as history reports, a certain section of upper South Carolina has been noted for its healthfulness, due to rare climatic conditions and a very fine mineral spring.

Situated in the Piedmont section of the Blue Ridge Mountains, the benefits of the mineral spring had been known to the native Cherokee Indians, and the vicinity served as a year-round camping ground for that tribe. Later, in *ante bellum* days, the springs provided a popular social gathering place for the southern aristocracy of the entire state: and still later became the site of a magnificent

tourist hotel designed to promote, in an extending area, the features and advantages already discovered.

The site selected for the hotel was adjacent to the springs on the National Highway connecting New York and Florida. The building, planned along old Spanish lines of architecture, is in a grove of spruce, a fragrant part of a virgin forest of pines, which with the breezes from the near-by mountains, affords an ideal environment for an institution designed to attract tourists seeking health as well as recreation.

The hotel was equipped with every feature and contrivance calculated to attract and please the desired patrons: Lakes, drive-ways, winding walks, riding paths, parks, links, and flowers. Inside there were sun-parlors, spacious halls, conservatories, reading rooms, ball-rooms, and so

on! All of which were to be embellished with an atmosphere of southern hospitality and advertised good cooking.

A number of men put their money into the project. For a short time the undertaking promised a high degree of success, both as to investment returns, and a fulfillment of the conceded destiny of the place.

But along came the war, followed by the financial depression, affecting patronage to the extent that a sufficient number of interested tourists were not in attendance. Naturally the result was the beginning of many vicissitudes for the enterprise, and much disappointment to the promoters.

Finally the time came when something had to be done with it and it was this necessity which prompted the invention that has proven so unusual and successful in this case.

With one exception, the stockholders wanted to sell, give away, or do anything to "get out from under," and that exception was a surgeon who cannily saw an opportunity to continue the purpose of the hotel from a medical standpoint, and by capitalizing

on the location, the mineral spring and ample building facilities, to make a unique contribution to economy and service.

After a time, the doctor became sole owner, and with his ownership, there began the experiment of converting the hotel into a combination of hotel, hospital and home.

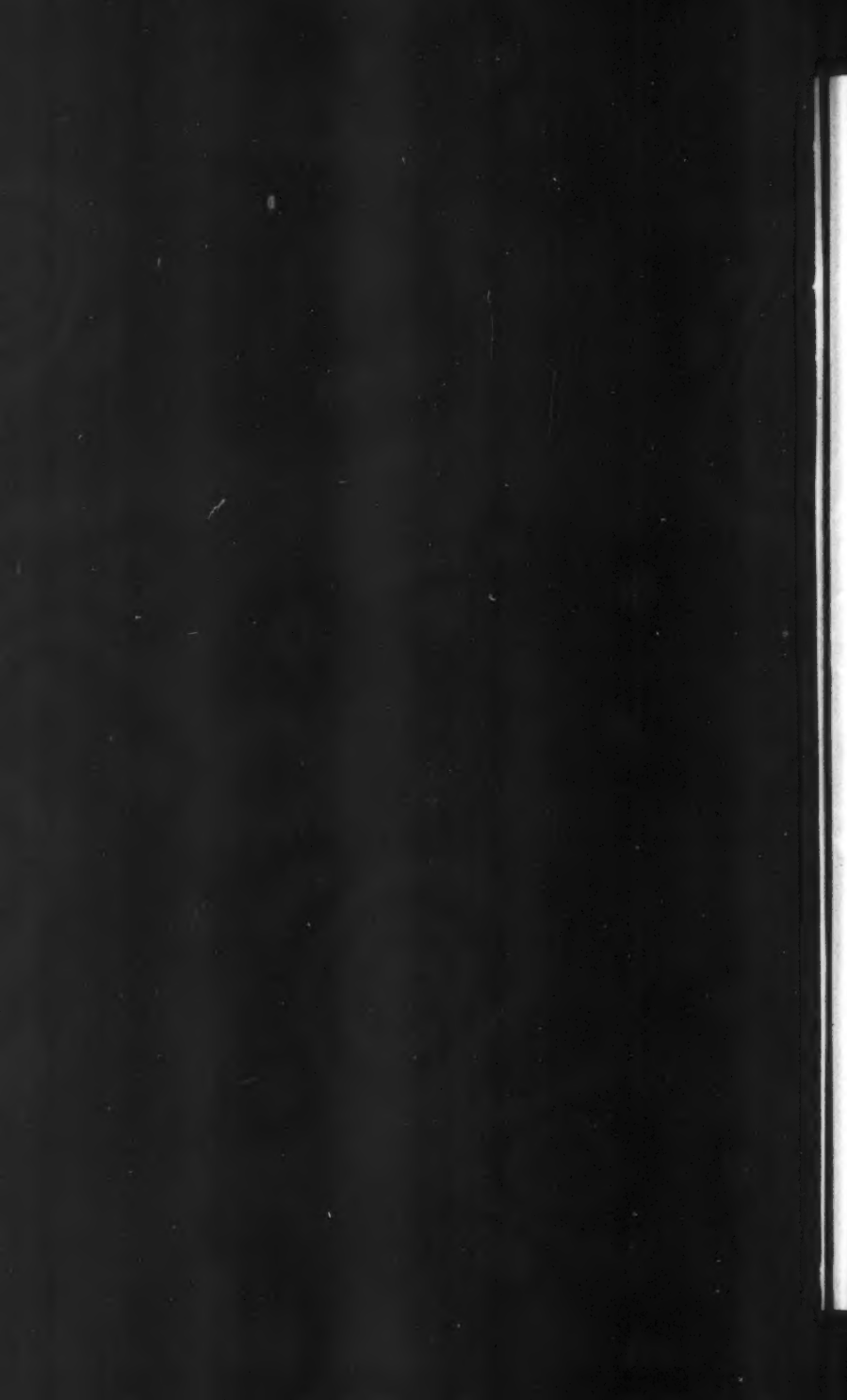
The architecture and general plan of the building made the transformation easy. One of the three ornamental turrets on the roof was remodeled and furnished with the most modern surgical equipment thereby providing an up-to-date operating room. The third floor beneath

The second floor was left unchanged, but arranged to provide rooms (including suites), for

Turn to Page 97

"This spacious dining room-auditorium admits plenty of air and light (more pictures on pages 34 and 35)."





When children have coryza watch the middle ear

Most cases of otitis media in children result from extension of a common cold or the coryza associated with influenza or the exanthemata. Unless the primary inflammation in the rhinopharynx is treated vigorously, there is always the danger that the infection may travel through the Eustachian tube and into the middle ear cavity.

Pediatricists and otologists alike urge the necessity of watching the middle ear in all cases of coryza in children. By advising frequent nasal instillations of a light oily solution containing menthol, eucalyptol, camphor and chlor butinol — Mistol — it is believed that many cases of otitis media can be prevented or even checked in their beginning.

Mistol

REG. U.S. PAT. OFF.

MADE BY THE MAKERS OF NUJOL

Every advertisement for Mistol in the medical press is written by a registered physician.



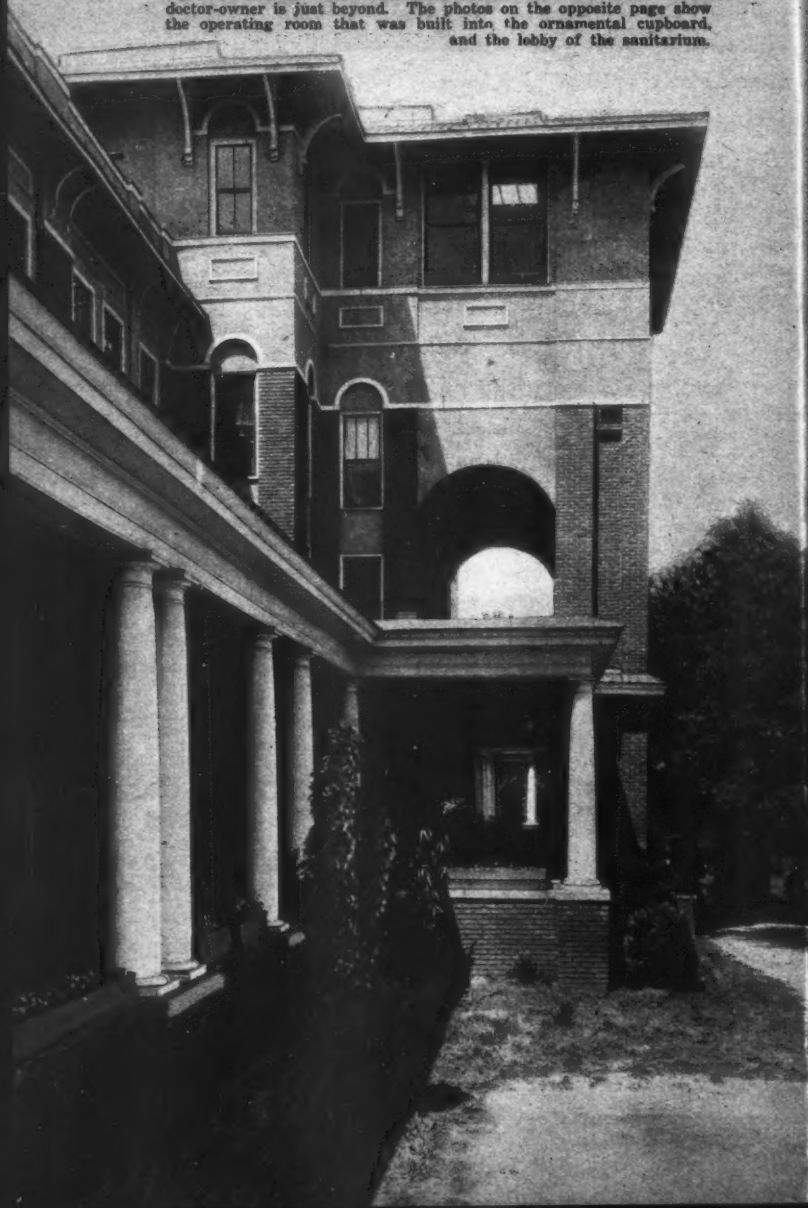
The use of Mistol is effective treatment for all conditions of nasal congestion. Its anticongestive and stimulating ingredients are contained in a light oil possessing the most favorable properties for spreading on and clinging to the nasal mucosa, so that the preparation reaches every part and is not readily washed away by accumulated secretions.

Mistol assures greater comfort for little coryza patients and also protection for their ears.



The Hotel That Became a Private Hospital

(Continued from page 32.) This is the main entrance of the hotel division of the reconstructed sanitarium. The home of the doctor-owner is just beyond. The photos on the opposite page show the operating room that was built into the ornamental cupboard, and the lobby of the sanitarium.





FOR—

Head and Chest Colds,
All External Aches and
Pains, prescribe—

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ANALGÉSIQUE

Pronounced "BEN GAY"

The Original French
Analgesic Balm



The one specified by
leading physicians for
over thirty-five years.

THOS. LEEMING & CO., Inc.

101 West 31st Street, New York City

I shall be pleased to receive gratis, triple samples of
BAUME BENGUE, the original French Analgesic Balm.

.....
.....
.....M. D.



My Patients *Don't Go to* Chains

The independent druggist's chance for a comeback may lie in his practical cooperation with the physician

By Cecil C. Lawhorn, M. D.

Milwaukee, Wisconsin

RECENTLY I received a circular letter from a prominent retail druggists' association, asking all physicians to cooperate with the druggists of the association and to prescribe whenever possible only U.S.P. or U. S. Formulary preparations, and it mentioned one or two examples.

I felt like answering in some words to this effect:

"When you quit counter-prescribing to our patients, and selling them proprietaries that are supposed to be sold on prescription, then we will be tickled to death to cooperate with you."

Almost on the same day that I received that letter I read a news item telling that a drug chain which entered our fair city only a little while ago, already absorbing all but one or two small chain stores, boasted sales in all its stores of \$3,621,000 for just one month of this year, which was a gain of \$1,220,000 or 44.94% over the same month last year. That company estimates that its sales this year will be more than \$50,000,000, as against \$31,000,000 for 1928.

Their 287 stores are being added to by a dozen more in Texas, twelve in New York, and more, I suppose, in other states.

Such growth (and this is only one example out of a large number of chains) is enough to scare the life out of the small independent drug retailer. They are feeling keenly the invasion of the big fellows. The brutal competition is forcing many of them out of business.

And yet, just as one individual

practitioner of medicine, I would like to suggest to these chaps who are quaking in their boots, lest they be driven back to a daily wage working for a bigger employer, that they make the strongest possible sort of a bid for the ethical prescription business in their town.

I think at least part of their salvation may lie in their cooperation with the physicians in refraining from the practice of medicine over the counter.

At the present time I am advising my patients not to take prescriptions to any chain store. If they want a club sandwich, an ice cream cone or a bottle of soda, or even any of the hardware now on display in every chain store, then all right—I have no objection.

But I am taking care to send my prescriptions to pharmacists who make a specialty of "Drugs for Doctors Only."

Super-salesmanship is forcing all kinds of patent medicines on the public and the chains are the big medium in this exploitation. Of course, one of the chain's big reasons for existence is its ability to cut prices. The independent merchant can not cut his prices to meet those of the chain, and still stay in business. Therefore, he must find some other means of attracting trade to his store.

What better way could there be than to set up a standard of ethics such that physicians would be glad to send their patients to the independent drug store, where they can be sure of reliable service and safe from the evils of counter prescribing.

Problem in ECONOMICS

An Editorial by H Sheridan Basket

"MY partner and I," writes Dr. L. B., "(the partner being a dentist with whom I share office space) are up against a delicate problem in economics and we are looking to you for a word of advice.

"In order for you to see the situation as we see it, it is necessary for us to give you a small pen sketch of Washegon Valley—Editor's note: these names are fictitious. Smithtown, where we are located, is one of several communities which make up the valley, a district of orchard tracts and suburban homes lying directly to the east of the large city of Pennapolis. All of the surrounding communities have small business districts. There is good bus service to Pennapolis from all parts of the valley, but the various communities are not otherwise connected by transportation facilities. The roads throughout the valley are good.

"You will notice by the map that Smithtown is unfortunate in not being located on either side of the main highways that go through the valley. However, it is by far the best of any of the communities for business enterprises because of a paper mill employing three hundred men. Smithtown has about fifteen places of business, of which there are about seventy in the whole valley.

"Recently there has been a noticeable tendency on the part of the merchants around here to cooperate in an effort to hold the business in the valley, and to regulate credit by means of a credit association. This activity is being carried on through the Washegon Valley Chamber of Commerce.

"IT is here that we fit in. My dentist-partner is the first ever to attempt a dental practice here. He divides his time between two offices—one at Smithtown and one on the other side of the valley. However the arrangement is, in many ways, not satisfactory.

"There are two physicians located in the valley now besides myself. Both have been out of school for about twenty-five years and neither is considered to be a first-class medical man.

"The question is: Just where do we belong in the

Chamber's activity to hold the people here in the valley. A large proportion of the people are just as inclined to go into Pennapolis for their dental and medical attention as for other things, in fact more so. The Pennapolis physicians seem to dislike to come out to the valley, and when they do they make a mileage charge. Obviously it is up to us to try to educate the people to stay in the valley; but how to do it?

"We have recently given the matter considerable thought and have outlined a plan which we think might help, but we are not at all sure that it is the best one. Here is the program:

"Step 1. Send a letter to all of the business places in the valley calling their attention to the fact that it is much to their advantage for their customers to visit the local professional men, because if they go into Pennapolis they are sure to buy other things which the local merchant might otherwise have sold them.

"Explain also that through them and through our patients, lies our only avenue to new patients, and call to their attention the fact that with 12,000 or more people in the valley we should have more men, and will have if the ones now here are seen to be busy. Emphasize the point that the business and professional people are mutually reliant.

"Step 2. My dentist-partner would close his other office, and install new equipment here at Smithtown. We could then jointly send out an announcement of the opening of the new office, calling attention to the increased facilities for service.

"Step 3. Go to the merchants of Smithtown and have them sponsor for us (perhaps mostly at our expense) an announcement in the valley newspaper repeating the above. This would be an exact parallel to the newspaper advertisements on the occasion of the opening of the new Medical-Dental Building in Pennapolis. More than 15,000 people went through the new building during its three-day formal opening. The advertisement we have in mind would be after the same style and would carry the advertising of the local business men on both sides.

"Step 4. Send out a letter to the laity, especially to the patients we have served, explaining some of the ethics of the profession, and telling why profes-

In Pneumonia **Start treatment early**

In the

Optochin Base

treatment of pneumonia every hour lost in beginning treatment is to the disadvantage of the patient. Valuable time may often be saved if the physician will carry a small vial of **Optochin Base** (powder or tablets) in his bag and thus be prepared to begin treatment immediately upon diagnosis.

Literature on request

MERCK & CO. INC.
Rahway, N. J.

sional men must rely upon recommendations on the basis of satisfactory service. Invite the people to come in and tell us if, at any time, our services are not satisfactory.

"These things would be done over a period of two to three months. We would like to know if any of the steps in our plan would be considered unethical or would be in any way objectionable. We are not at all sure that we have mapped out a good program and would appreciate any corrections or suggestions."

What think you, my readers? Here is a practical problem in medical economics, and in presenting it here I am keeping my promise to Dr. L. B. to turn this page into a classroom for this month.

Your answers will be appreciated, on behalf of the medical destiny of Washegon Valley and of many other valleys in this broad land where your practitioners sit twiddling their thumbs and wondering why.

And now a question of my own: How many of us who have gray hair upon our heads would ever have thought of daring to raise this subject. Things are changing. An economic generation of medical men is breeding, and I predict that it will be a healthier generation too.



In Our Country . . .

Cont from Page 23

equals thirty-five francs.) This is of course gross income and both living and practice expenses must be subtracted.

The war has left us very poor and governmental taxes are high. It may be of some interest to tell that a Ford Tudor car, bought in February, 1929, has cost, with addition of government taxes, francs 38,000, or \$1085. Petrol costs frs. 3.20 per litre, that is

frs. 14.40 the gallon or 41 cents.

It follows that, with life being dear and the expenses of practice high, there is not much left over after a year's hard work. That is why most doctors go on working till they are quite old. Moreover only a small number of them take a holiday every year and consequently little time is left over for post-graduate studies.

To relieve "sour stomach," heartburn, eructations and other discomforts of gastric hyperacidity

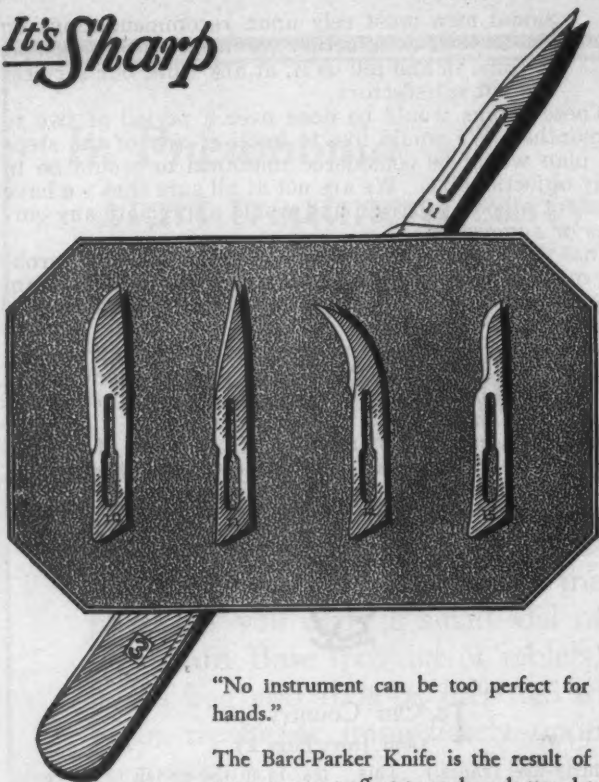
ALKA-ZANE

may be safely prescribed.

Liberal trial quantities and literature upon request.

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It's Sharp



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The Bard-Parker Knife is the result of twelve years constant effort to make a better detachable blade scalpel.

Your Bard-Parker Knife will serve you well, for by simply replacing the used blade with a new razor sharp blade, it is always ready for use.

Bard-Parker Handles No. 3—\$1.00 each. Blades, all sizes, six of one size per package—\$1.50 per dozen. Order by number.

BARD-PARKER COMPANY, INC.
369 Lexington Avenue, New York, N.Y.

The mentality of the rural patients seems to be much the same all over the world. And I was much amused when I read in the March issue of *MEDICAL ECONOMICS* what the author of "—the Country Doctor" says about them: "They are so damned humorous." It often has struck

me also that something I said, which to me did not seem humorous at all, made them laugh boisterously.

It may be reckless for me to write at such length in a foreign language, but I hope you will kindly excuse the mistakes made in this letter.



But Why Not Ask the Victim?

Continued from Page 22

Of course many of the people in the country doctor's territory drive to the city for much of their medical care. It happens to me every day in this little village of 400 souls. They always have done this and always will. Does it fret me? Not much. I know that seasonal rains will make the roads so bad that they will have to call me. And when they do I have them hipped; they are glad to pay a good fee and are tickled to death that I come at all. And the next time I see them pass my office, city bound, I chuckle up my sleeve and cock a jocular eye upward to the thrones of Jupiter Pluvius and King Boreas, my staunch and faithful allies.

Our city brethren, I suppose never lose a case to the other fellow. Their patients never shop around for prices; always wait for the doctor to come home from the lodge when his services are needed. The city folk, I surmise, never neglect their doctor bills and collections always hum merrily along. With the complete equipment of the city physician, perhaps, every patient is always satisfied with the methods of treatment, the results obtained,

and the fees charged. What clover the city medico lives in!

Speaking of equipment—how much more *really necessary* equipment does the average city practitioner have than his country brother? Have you really seen the equipment of a good country doctor—the microscope, EENT instruments, x-ray, physical therapy apparatus, surgical tools, etc?

Lack of pavements and porcelain plumbing has no compensations, I suppose. Still, what about renting a five-room house which is fully modern (except for plumbing) a garage, and an acre of ground for \$10.00 a month—not an unusual thing. How about eggs "right out of the hen" at an average cost of 25 cents a dozen the year round?

Not so bad to sink your tusks into a "cackleberry" that you know has not languished in cold-storage half of its mamma's life. How about buying a whole half hog for ten dollars—sausages, delicious chops, snowy lard for a whole year, and delicious cracklins through the whole winter?

And the fresh vegetables and protesting chickens that grateful

Try BROMO ADONIS in Diseases of the Nervous System

- ☐ Bromo Adonis No. 1 is effectively prescribed for many nervous diseases, as a general nerve sedative, and for Petit Mal Epilepsy.
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Check the preparation desired, for free sample.

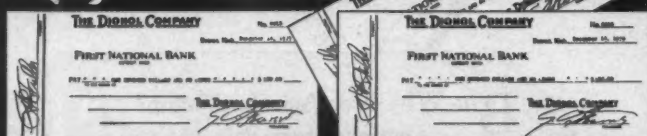
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*Do You Want One
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WE WANT information from the thousands of progressive, practical physicians who use **DIONOL Plain, DIONOL Iodized or DIONOL Nasal**, in the treatment of local inflammation.

We Are Willing To Pay For It!

On the opposite page are ten spaces, numbered from 1 to 10. We ask you to set down opposite No. 1 the name of the disease or condition in which in your opinion **DIONOL** gives the best results.

Opposite No. 2, set down the disease or condition in which you consider **DIONOL** gives the next best results.

And so on with the rest of the spaces.

This will give us not only the best ten uses of **DIONOL** in **YOUR OPINION**, but also the opinions of thousands of other doctors. Fill in your name and address and mail.

As these lists from each doctor reach our office a careful tally will be made. That disease or condition which occurs most often (or receives the greatest number of votes, as it were) in each No. 1 space will be given Space No. 1 in the composite or "Master List." That which occurs most often in Space No. 2 of the doctors' lists will be given Space No. 2 on the "Master List."

And so on with each number.

Then every list, which has been sent in by every doctor, will be compared with the "Master List", and

THREE DOCTORS WHOSE LISTS AGREE WITH OR MOST NEARLY APPROXIMATE THE "MASTER LIST" WILL RECEIVE OUR

CHECK FOR ONE HUNDRED DOLLARS

Please note that this "Master List" will not be made by us or by any committee of judges. No one will know the composition of the "Master List" until the last list (within the time limit) has been received from the doctors and tallied. We act only as tellers to record and tabulate the vote. There are no conditions. No doctor is required to buy any of the three products.

Announcement of the Master List and the three winning lists will be made in a subsequent issue of *Medical Economics*.

□

In listing, if Dionol plain is intended, place a (P) after the name of the disease or condition; if Iodized Dionol (I), or if Nasal Dionol (N).

□

All lists must reach our office by December 14, 1929

1.....	6.....
2.....	7.....
3.....	8.....
4.....	9.....
5.....	10.....
M. D.....	
Street.....	
City.....	
State.....	

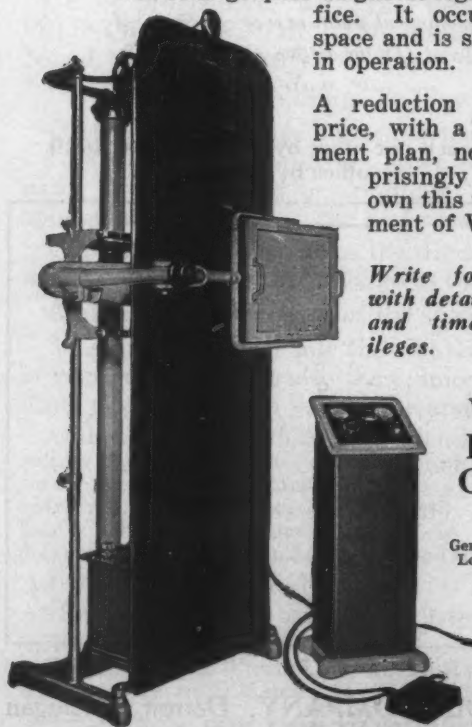
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patients shyly bring in? Or to buy a dressed chicken for fifty cents or a patriarchal turkey for four dollars—also secure in the knowledge that it has not passed eons in the purgatory of cold storage?

And renting a whole office building of four or five rooms for ten or fifteen dollars a month? It is done every day. Yes, we out here in the benighted country might fare much worse than we do now, even though the days are sometimes hard.

And every day IS hard. Sometimes we work the clock around. During epidemics we go until our eyes are sunken in their sockets and our nerves frayed like tassel-ends. But a lax time always comes before we go under. Then we can sleep or just sit and wait for the next rush—and the waiting is harder than the overdoing. But all the days are full to the brim—especially the busy ones. They slip by in a lightening procession; the first thing we know middle age is kicking our heels. Anon comes old age, and finally, the country hack traverses the same Sunset Trail as his city confrère.

So, the upshot of it all is: choose your poison. If you (or the family) cannot be satisfied except in the city, by all means go to the city, either at once or as soon as the B. R. will stand the gaff. Enjoy the paved streets and the picture shows and the porcelain. Revel in them to your fill.

But, for heaven's sake, don't blame your move onto the Country, that took you in as a green graduate, mercifully covered up your early mistakes, and finally gave you that opportunity for becoming proficient enough to

compete with your city brother in the afternoon of life, gave you hard, round dollars that the horny-handed sons of toil so faithfully paid for your best (but often stumbling) ministration to them.

Blame it on the real culprit: your wish to grasp at some of the fast-tarnishing baubles of life; or on the ambition of the wife or the grown-up kiddies to lord it in the city as they did in the simple society of the country.

And don't think that you won't get your pangs of homesickness for the long, quiet sunsets of the prairie, and the simple rugged unaffectedness of the "homefolks" and for the homely worship with which they regarded their doctor.

Don't think you'll forget these things, ever.

Never fear! Whether you go or stay; whatever you do or think, the question of the numbers and the ability of the country doctor will settle itself automatically. Where more physicians are needed, more will come; they always have and always will.

The country people are getting quicker and better care today than ever before—and THEY are not crying about the high cost of medical care. They pay their family doctor and are satisfied with him. He is an institution to them—liked, respected, honored.

While he does not please them all, they turn to him first. Any possibility of his removal fills them with apprehension; his death with grief. Have you ever seen the countryside turn out to a doctor's funeral?

And lastly, remember that 90% of the medical art practiced in this land of 120,000,000 people is practiced in cities and localities of 10,000 population or less.



Case reports prove PHENO-COSAN

Case reports from all over the United States emphasize the great value of PHENO-COSAN for eczema. Stubborn cases of years duration yield to its effect, and physicians who try it are convinced of its superiority. Free sample to physicians.

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Lapenta

Johansen of Copenhagen (J. A. M. A. 1730, '29) says:

"The complete persistence of achylia in patients with pernicious anemia who in other clinical respects have recovered or, rather, have been compensated, undoubtedly supports the theories which imply that achylia is primary to pernicious anemia and that it is the possible cause of the development of pernicious anemia."

Muriatogen (Lapenta), a colloidal condensation product of hydrochloric acid with synthetic silicates, permits the therapeutic use of hydrochloric acid, either alone or associated with pepsin, in the form of coated tablets, overcoming the difficulties of oral administration of the acid itself. *Muriatogen is indicated in all gastric hydrochloric acid deficiencies, from hypoacidity to achylia gastrica.* Literature and samples to physicians upon request.

Pitman-Moore Company
Indianapolis

Everybody's (Cont. from Page 19) Business

The foregoing suggestions are sufficiently concrete to stimulate imagination respecting the practices we will follow in the years ahead.

Anyone walking along city streets will discover endless opportunities for profitable achievement. He will note immediately the need for better name plates on streets, so that these signs can be read easily day or night by motorists and pedestrians. Passing the first firehouse, he will wonder why someone has not discovered a variety of gas that could be used effectively to extinguish fire, thus reducing the damage to goods, and yet which could be pumped like water.

A cloud of dust in the street should carry our thoughts on ahead to the time when there will be contrivances to attract all the particles floating in air in much the same way as a magnet attracts steel filings. A flood of noise should remind us of the need for converting sound into energy. The ringing of a telephone bell should disclose the necessity for perfecting a device to record telephone messages automatically when the person rung up is out. The banging of the wheels of a street car should develop in our minds the picture of an early day when all railways will be noiseless.

Tomorrow we will have cameras that will take photographs in the dark; ink that will dry at once, making it unnecessary to use blotting paper; electric lights that will provide us with cold illumination, doing away with the present loss of 90 per cent of the energy value of the fuel employed to produce the illumination; and radio devices that will transmit and receive visual records almost as readily as we now handle sound impressions.

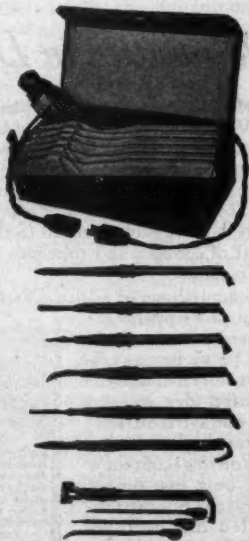
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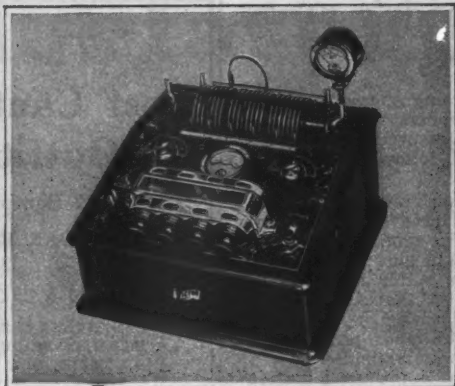
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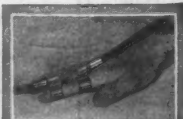
... The Factor of Reliability in Diathermy Apparatus

THE demonstration of a Victor Vario-Frequency Diathermy Apparatus will thoroughly convince you of its ability to deliver a smooth heat, deep within the tissues of any affected part for which heat is prescribed, and easily regulated to the point of comfort and tolerance of the patient.

The purchaser of a Victor Vario-Frequency Apparatus is assured that the outfit will prove just as efficient and reliable in his practice, day in and day out, as it is on demonstration. Factory records on this outfit show that only one out of every four hundred installed has been returned because of defect

in material or workmanship. Such a record offers eloquent proof that the principles of design are correct, that the selection of high quality materials is considered paramount, and that skilled workmanship with the best manufacturing facilities prevail—all of which contribute to this score of 99.75% perfect.

The increasing use of diathermy warrants your serious consideration of the Victor Vario-Frequency Apparatus—a wise investment on a known quantity. May we send you some abstract material from medical literature, pointing out the value of diathermy to your individual practice?



Refinement of control for treating finger, eye or ear—massive current output for hip joint, chest and auto-condensation technic—both are available in the Victor Vario-Frequency Apparatus.

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We feel today that we have made great progress in providing ourselves with a maximum of comfort. But the truth is we are constantly putting up with annoyances or wasting effort needlessly. Practically all of our vehicles pitch and jar and toss us about in a most aggravating manner. We read and write with great difficulty on most of our railroad trains. We endure fearful odors and the stale smell of tobacco in smoke-permeated rooms. We utilize effectively only a fraction of the heat units consumed in warming our homes. We live in an indoor atmosphere in the winter time that is more dry than the air of Sahara Desert. Each of these things is of utmost importance, and it is reasonable to suppose that all of them will soon be remedied by science and invention.

So in view of the speed with which changes now take place in our social and business life, one must look ahead and try to measure the effects on current practices of probable developments. Take a little thing no more important than the invention of the electric flatiron. Who would have believed that in a few years the people of the United States would be using nearly 15,000,000 of these simple appliances? How astonishing is the fact that the domestic flatirons of the nation now consume more than one billion kilowatt-hours of electricity each year. This is twice as much current as is now used by all of the electric refrigerators, five times as much as is used by the vacuum cleaners and six times as much as is consumed by all of the

socket-connected radio sets. From the standpoint of the power companies the flatiron is more important than the electric railroad, for last year the electric irons in American homes used twice as much electricity as was delivered to all of the nation's electrified steam railroads.

Things that appear to be of small importance may become primary factors in the development of a business. If this is true, how essential it is that management shall foresee at the earliest moment the ultimate solution of such major problems as overproduction and the stabilization of gold. With production in many industries largely exceeding domestic demand, how are we going to develop foreign outlets for American goods? Will ours be the dangerous road of imperialism, or the safer one of friendship? A high tariff wall, which appears to be the foundation of high wages, is decidedly detrimental to the expansion of our foreign trade. Without large world markets there will be small hope for the future of the great trusts we are now creating. What are we going to do about all this?

When will we succeed in stabilizing gold? Notwithstanding our rapid progress industrially, mankind has failed to devise a money system different from that which existed thousands of years ago. Trade goes up and down in accordance with the output of the yellow metal. When a nation gets control of the greater part of the gold supply, this fortunate country prospers largely at the expense of other peoples.

The world's most serious economic defect lies in the use of a



For acute and chronic Eczema

PHENO-COSAN'S therapeutic agents are well known in modern skin practice. Its special emollient base is non-oilous, no bandages are required and as it is gradually absorbed by the skin, continuous medication is assured. Complimentary sample to physicians.

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unit of value, a specific weight of gold, with a widely varying value. In the course of a half century the American gold dollar has exhibited the following gyrations: From 1877 to 1896, it rose 25 per cent; from 1896 to 1920, it fell 70 per cent; from 1920 to September 1927, it rose 56 per cent. If, figuratively speaking, we say that the yardstick of value was 36 in. long in 1879, when the United States returned to the gold standard, then it was 45 in. long in 1896, 13½ in. long in 1920, and is only about 22 in. long today.

As a result of this instability of currency, property is now taken from one class, without rhyme or reason, and given to another class. And then again, without rhyme or reason, it is taken from the second class and given to a third. This same instability, through inflammation, despoils the creditor, the laborer, the endowed institution, the widow and orphan, and enriches the debtor, the business man and the speculator. Later on, through deflation, it enriches the creditor, the endowed institution, the widow and laborer, and robs the active business man and the debtor, including all those who are trying to pay off mortgages on their homes and their farms.

This condition pours forth the poisonous gas of social and political discontent. Within the past few years, the unstable dollar has ruthlessly robbed some

and enriched others in the United States to the amount of approximately \$40,000,000.

Under existing conditions American business cannot be free of uncertainties. The wisest leader cannot make definite plans for the future without facing the constant threat of a drastic change in our chief unit of value. So long as this situation continues American management will be compelled to take a gambler's chances, based on wild guesses as to whether gold production or commodity prices will go up or down.

There is much unfinished business on hand. We are not through with trade cycles. We have not seen the end of fluctuations that will first exploit one class and then another. Startling discoveries in the field of science will bring wealth to some while entirely upsetting the plans of others. A return to sanity respecting established economic principles, especially the relationship of security prices to earnings, will establish once again the difference between real and unreal wealth — between profits earned by labor and those created or paper by clever manipulation of prices.

We need more minds that are not afraid to go home and think—more people who can spot a fallacy and dissipate an illusion. Not until we recognize clearly the insufficiency of our progress will we cease to be easy fruit for

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A scientific development for colonic therapy which adds to your present practice a distinctive service for your patients.

The Schellberg Apparatus is efficient and thoroughly professional. The enema cannot be substituted for its scientific exactness. Write for descriptive literature and illustrated catalog.

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those who offer ready-made opinions to the unthinking herd; who tell people what to think, not how

to think; and who strive to develop mass effects, not individual responsibility.



The Doctor and His Investments

Continued from Page 27

the papers (I saw it in the Brooklyn Daily Times) that the B. M. T. is issuing \$13,500,000 three year 6½ per cent secured gold notes which are to mature August 1, 1932. Price 98½ and accrued interest to yield over 7%.

"Also in one of the papers of a foreign language there appeared the other day an advertisement which I shall herewith translate: 7% preferred convertible first trust bank stock corporation. You may partake in the safe and fine profits of 28 of the greatest banks and trust companies of New York, Boston, Brooklyn, Newark, Wilmington, and Canada, through investing in the First Trust Bank Stock Corporation. The preferred stock of this company offer you interesting conversion privileges. For particulars write First Fiscal Corporation Bank and Trust Company Securities, New York City."

"What would you say about both of these securities? Would you advise me to invest in any and if so how much? Please write me and advise me what to do. I have never dealt in any stock or bonds, have never seen the inside of a broker's office. You understand my situation and

I am sure that you will advise me correctly."

The doctor's plight is moving, and it is only with conscious effort that I pass over the emotional aspects of the case and get down to rigorous analysis.

In passing, it reminds me of the story of the classmate of a great Wall Street banker, who called on the financier fifteen years after graduation. Asked how things were going, the visitor enumerated a pitiful array of sad events. The financier touched a button to summon a uniformed attendant. As the latter came in, the banker said: "Throw this fellow out; he's breaking my heart."

Seriously, the doctor imposes too many qualifications on his financial physician. When I go to a medical man, I put myself in the doctor's care. I do not say to him, "Prescribe only herbs that are 100 per cent safe and absolutely efficacious." If I did, the conscientious doctor, knowing that more or less risk is inherent in all human affairs, would feel unduly restrained.

The truth is that no investments are 100 per cent safe. Ab-

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(TILDEN)

The approved 24-hour treatment for

SCABIES

Price per pound \$1.28.

Price per dozen 2-oz. jars \$3.00

A trial will convince you.

(Physician's sample free upon request)

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Pharmaceutical Chemists since 1848

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PORTABLE
KIT BAG
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12 INCHES
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Lifetime
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STANDARD FOR BLOODPRESSURE

Precision and accuracy should be the first consideration in a bloodpressure instrument. Not just temporary «good enough» accuracy, until it is «checked up» and adjusted, but Absolute, Permanent Accuracy.

Such accuracy is built into every Lifetime Baumanometer. More than one hundred thousand Baumanometer users throughout the world are proof

enough that this accuracy is essential.

If You are not among this large majority, we want you to know that the Lifetime Baumanometer is also the simplest instrument to use, is in every sense a Portable instrument, a beautiful piece of equipment, and that it is built to give, and will give, Perfect, Uninterrupted Bloodpressure Service for Your Lifetime.

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NEW YORK

solutely safe is an ideal, which good investments strive after but never attain. For practical, workaday purposes, obligations of the United States, though theoretically not absolutely safe since they could conceivably be upset by war or revolution, represent par in the investment world. If other bonds yield more than U. S. Government issues, it is because they entail a larger element of risk. The ordinary investor does not try to run away from risk, but seeks to offset hazards through averaging them by means of a programme of diversification.

If safety is really the doctor's aim, I must advise him to retain his account in the savings bank, which represents a stake in a diversified portfolio of investments of the highest grade, and to put the remainder in issues of the United States Government. But obviously such a policy of ultra conservatism will not yield the doctor enough income to meet his family obligations. Perhaps the real solution in the event of further incapacity on the part of the doctor would be for other members of the family to put their shoulders to the wheel and become breadwinners.

As for investments, I think the doctor could modify his formula slightly. However, he should shun the bank stock proposition, which is far too speculative for his purposes. In the first place, though the good banks may have an excellent future, present high prices are already discounting

good prospects. Metropolitan bank stocks at current prices yield 2 per cent or less, or are suitable only for those able to assume speculative risks and to await tangible returns in the future.

As for the B. M. T., the obligations of the Brooklyn Manhattan Transit Company constitutes a good business man's risk, but are not quite high grade enough for the doctor with his limited financial resources. They would fit in the well diversified portfolio of a robust physician who still has many years of personal earning power ahead of him.

The doctor's present deposit in a mutual savings bank is of course safe, and should be disturbed only if the doctor finds it necessary to get a higher return. As for the guaranteed first mortgage certificates, those sold by the Lawyers Mortgage Company, of New York and Brooklyn, are particularly good, because this company guarantees certificates only up to twenty times its capital and surplus, whereas other companies place no limitations on their guarantees. Such certificates yield $5\frac{1}{2}$ per cent, and are safe for all practical purposes.

There is one way that the doctor can get a higher income return on his capital without sacrificing safety. That is by purchasing an annuity contract through a standard life insurance company. If the doctor's age is fifty, he can arrange to receive \$72.41 at the end of each year, or \$5.83 monthly, as long as he

WHOOPIING COUGH

Try vaporized Cresolene for the stubborn paroxysms of whooping cough. The vapor of these cresols of coal tar is antispasmodic, soothing and antiseptic. The treatment is not disturbing to the patient and is preferably employed at night when rest is most desired.

Recommended for 50 years as a dependable remedy for paroxysmal cough and dyspnea as in bronchial asthma, catarrhal croup and whooping cough.



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What Is the Kolynos Dry-Brush Technique?

KOLYNOS
TO THE
PUBLIC

No. 2

"It is called the Kolynos Dry-Brush Technique and consists of the use of a half-inch of Kolynos Dental Cream on a dry tooth brush. Kolynos is a highly concentrated, double-strength dental cream that foams in the mouth. Hence it is usable on a dry tooth brush. That means you can use it full strength; also that the brush bristles then remain stiff enough to scrub the tooth surfaces between the teeth and massage the gums."

THE USE of Kolynos on a dry brush has been advocated ever since the Kolynos formula was originated by Dr. N. S. Jenkins and published to the dental and medical profession of the United States and Europe 21 years ago.

Dentists who are familiar with the formula and action of Kolynos know that each ingredient in Kolynos has a specific function—and that there is no water or other substance in Kolynos to increase its bulk and make the tube larger. Kolynos is a concentrated dental cream.

—one-half inch is enough for each brushing.

Kolynos used on a dry brush without water, mixes readily with the saliva, loosening the bacterial plaque and permitting its dislodgment by the tooth brush. To wet the brush would cause the bristles to become soft and bend, whereas the bristles of the dry brush not only reach into the interstitial spaces but remain stiff enough to brush the tooth surfaces thoroughly.

*May we send you a
Physician's Package?*

THE KOLYNOS COMPANY
NEW HAVEN CONNECTICUT

lives, for each \$1,000 which he now deposits with the company.

The reason why he can get 7½% on his capital with a high degree of safety is that the company not only pays him the earning power of his money, but also gives him back each year a portion of his principal. The rate of repayment is based on the annuitant's life expectancy, as determined by the American experience tables. The doctor's physical infirmity will not prevent him from getting any annuity, but, if his life expectancy is short on account of frail health, the deal would be more favorable to the insurance company than to him, for all payments stop on his death.

If the doctor lacks confidence that he will live long enough to get his capital back, he can have his cake and eat it too by purchasing a so-called refund annuity, which does not lose sight of the heirs. Under the refund annuity, the doctor, starting at 50, will get back \$66.26 at the end of each year, or \$5.35 a month, as long as he lives. However, if the physician should pass on or before he has collected as much as he paid in to the company, the difference will be paid over to his designated beneficiaries. If the doctor's health is delicate, the refund annuity, though giving a smaller return, would seem more suitable than the non refund annuity.

Inasmuch as even the refund annuity yields more with safety than ordinary investments, there is no good reason why the doctor should not turn over the entire \$9,000 to one or more high grade insurance companies, which specialize in lump sum annuities. The refund annuity will yield the doc-

tor 6.62 per cent, which is almost 50 per cent above the savings bank rate, with equal safety, though it must be recognized that, if the heirs are to be considered, there is an impairment of principal. The \$9,000 would yield just under \$600 a year with a very high degree of safety and complete freedom from the worries of investment management. The standard insurance companies are in reality well qualified investment trusts operating under strict governmental supervision.

But if the doctor, with his eye on his family, does not wish to consider consuming the principal, where can he turn? Part of his funds could well be invested in the best grade of guaranteed first mortgages on real estate.

If he is going outside this field to the security markets, his financial inexperience will count against him. Perhaps he should consider an investment trust, which will take over the managerial problems, but, considering the doctor's need for almost absolute safety, candor leads me to say that most investment trusts, even the best, are still somewhat unseasoned.

Two experienced trust companies—the City Bank Farmers Loan Company in New York and the Brooklyn Trust Company conduct uniform trust plans which enable individuals to get the benefit of trust company management of small funds, which are merged and invested as a large pool. This plan is intended as a substitute for an investment trust, and has the advantage of the known conservatism of the management of these trust companies, which are subject to closer supervision than the independent investment trusts.

(Turn the Page)



PRURITIS

arising from Diabetes, Eczema, Measles, etc., likewise Pruritis Ani, Pruritis Vulvae, etc., are immediately relieved by PHENOCOSAN. A local treatment for ACUTE and CHRONIC ECZEMA.

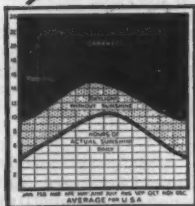
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NOT A Medicine...



Chart of
sunshine in the
United States



THE Eveready Sunshine Lamp, burning Eveready Sunshine Carbons, is not sold nor represented to the public as a lamp of curative or medicinal qualities.

The Eveready Sunshine Lamp makes up for the lack of sunshine during the many months of the year when the sun is weak, and deficient in the important health rays.

National Carbon Company makes special therapeutic carbons supplied to doctors only for curative purposes. These may be prescribed for use in the Eveready Sunshine Lamp. This policy and the method of presenting Eveready Sunshine Lamps and Carbons have been presented to the Council on Physical Therapy of the A.M.A., for their approval, and accepted by them.

NATIONAL CARBON CO., INC.

Carbon Sales Division: Cleveland, Ohio
Unit of Union Carbide and Carbon Corporation

EVEREADY
Sunshine Lamp



EVEREADY
Sunshine Carbons



Unlike the annuity which entails a using up of capital, this fund undertakes to keep the capital intact, and to pay out quarterly such income as is justified by the success with which the fund is handled. In describing the fund, an officer said: "The company will be the trustee of each such investment fund and will have the exclusive powers to invest and reinvest the moneys constituting such fund, including the power in its discretion, for the purpose of investment and reinvestment, to mingle the funds of each separate trust.

"The beneficiary of each investment fund will be the owner of the entire beneficial interest therein.

"Each investment fund so established is revocable at any time by the beneficiary thereof who shall thereupon be entitled to the return of the net amount of all funds then constituting the trust.

"Those establishing trusts under this Plan will also obtain the advantages which accrue through having their investments handled by this company, and the resulting freedom from the care of securities, the handling of coupons and dividend checks, the keeping of records of such receipts for income tax purposes, the examination of financial publication in relation to called bonds, reorganizations, etc., and all other matters pertaining to the proper care and supervision of investments."

At the outset, the company offered to accept any multiples of \$1,000.

I think the plan is suitable for the doctor, for it offers him a way to escape his own ineptitude in financial affairs.

But, if the doctor insists on keeping his securities in his own strong box, what besides guaranteed first mortgages can he properly purchase? Of course, United States Government bonds are suitable, but offer only a negligibly return.

If the doctor has never been inside a broker's office, this would be an inauspicious time to start such a contract. A visit might infect him with a speculative attitude, and defeat his programme. If he decides to buy stocks and bonds, he should do so through his own bank, which in turn will assume the responsibility of selecting a reputable broker.

The following securities would be suitable for the doctor:

BONDS

Name and Maturity Date	Approx. Price	Per Cent. Yield
First Liberty 4½s 1947	98	4.36
Guaranteed First Mortgages	100	5 ½
Union Pacific Re- funding 4s 2008	85½	4.70
Pennsylvania Railroad General 4½ 1965	95½	4.76
American Smelt- ing & Refining 5s 1947	99½	5.04
Canadian Govt. 5s 1931	99½	5.17
Canadian North- ern 6½s 1946	113¼	5.30

(Turn the Page)

HYPERTENSION

Successfully relieved with Tildens

HAIMASED

An agreeable, non-irritating aromatic solution representing 2½ grains Sodium Thiocyanate to each fluid dram.

Prepared only by

THE TILDEN COMPANY

Pharmaceutical Chemists since 1848

New Lebanon, N. Y.

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Sample and Literature to Physicians on Request

NOW . . .

You will use your thermometer more



With the coming of the Fall season you will use your clinical thermometers more frequently. Why not have the most convenient and compact carrier—A FACK-NE TWIN?

\$4.00

complete with two thermometers

This low price buys more than its usual share of convenient service. Two Fack-ne Improved Thermometers, certified for accuracy, enclosed in a rich red or ebony black fountain pen case with gold-filled pocket clip. Your dealer can supply you.

FAICHNEY
Instrument
Corporation
Watertown, N. Y.



United Kingdom		
5½s 1937	102½	5.12
New York Telephone 4½s 1939	98½	4.68
King of Sweden 6s 1939	103	5.60*
Bell Telephone of Penn. 5s 1948	102½	4.80
Virginia Railway	101¾	4.90
*Callable		
Union Pacific		

PREFERRED STOCKS

General Electric 6% special	11½	5 5/11
United States Steel 7% preferred	141	5
Union Pacific Railway 4% preferred	84	4.76
National Lead 7% preferred	138	5.01
National Biscuit 7% preferred	142	5

Ups and Downs

-a monthly review by the financial editor

Current financial conditions give the timid an opportunity to make commitments in the bond and preferred stock markets which assure safety of principal and a reasonably high current return. The prevailing aversion to securities offering only a fixed return, gives those who are satisfied with such old line investments an opportunity to make advantageous purchases.

* * *

Those desiring to venture into the realm of common stocks at prevailing price levels will find that the railroad, steel, and oil shares sell on a far more reasonable price earnings-ratio than highly exploited railroad and public utility shares. Electrical and public utility shares have been whirled the furthest since President Hoover's election, reflecting widespread belief that they face especially brilliant futures.

* * *

With competition still especially keen, there is a widespread preference for the shares of out-



What is the Most Important Thing in Your Office?

That depends entirely upon the point of view.

The patient will say it is the sterilizer. That is the equipment by which he or she gauges your care in prevention of infection. Consciously or subconsciously every patient looks for a sterilizer.

Every careful practitioner will agree that safe sterilization is of first importance. The up-to-date practitioner goes farther and knows that sterilization to be safe must be complete. Dressings and water must be sterilized as well as instruments.

He must have *complete* sterilizing equipment.

C. F. ANDERSON CO., Inc.

212-214 S. 7th STREET
ELKS BLDG., MINNEAPOLIS, MINN.



Castle Leads in Hospital

Castle Originality Recognized

PRINCIPLES of
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Castle equipm
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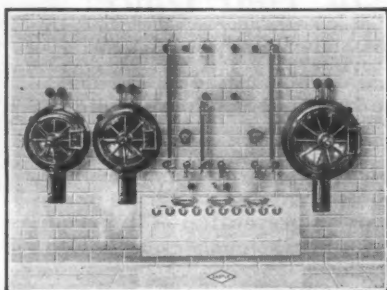
1917

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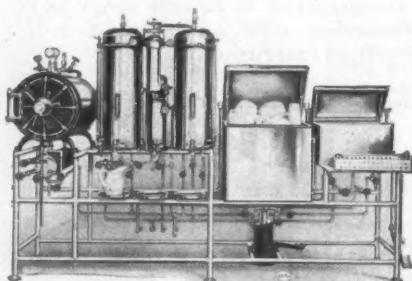
1927

1928

1929



*Medical Arts Hospital,
Edinburg, Texas. Recessed
Sterilizers.*



*University of Minnesota, Bat-
tery of dressing, water and
instrument sterilizers.*

Sales and Service

C. F. ANDERSON

MINNEAPOLIS,

212-214 SO. SEVEN

al Sterilizer Improvements

ized by Hospitals Everywhere

PLES of correct sterilization, pioneered by Castle
influenced hospitals all over the country to select
equipment. The three institutions names here-
ve recognized the value of Castle improvements:

17 Castle originated the principle of
forced air evacuation for autoclaves,
and eliminated the complicated vacu-
um device.

26 Castle was the first manufacturer to
add automatic control to insure posi-
tive discharge of all air and water,
and thus eliminated the human ele-
ment.

27 Castle connected this automatic dis-
charge direct to plumbing, and thereby
eliminated the unsightly basin on the
floor.

28 Improved methods of Recessed In-
stallation.

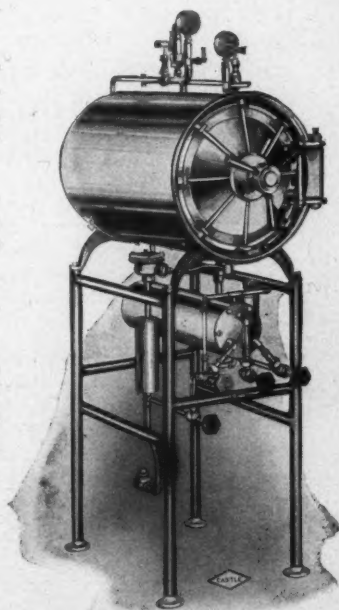
29 Improved piping and venting systems
which eliminated possibility of pollu-
tion of water supply or contamination
of sterilizers themselves.

and Service Agents

DERSON CO., Inc.

MINN.

SEVENTH STREET



*Bethesda Hospital, St. Paul,
Minn. Direct Steam Autoclave.*

AUTOMATICALLY

now I have
an extra pair of hands



Full Automatic Control Means True Sterilization

"Is it truly sterile?"

That is a question always in the mind of the conscientious doctor.

"Yes" is the answer which the Castle *Full Automatic* gives invariably, because his sterilizer is *automatically* brought to, and held at boiling or sterilizing temperature. The old 3-heat type of sterilizer, on the other hand, might be left on "low" and not actually boil, and hence not sterilize.



*The new sterilizer
is automatically
self-regulating*

The new *Full Automatic* thinks and acts for the doctor. It gives true sterilization without worry or delay. He is no longer burdened by petty details of switch manipulation—he has peace of mind and freedom from "nerves".

C. F. ANDERSON CO., Inc.

212-214 S. 7th STREET,

MINNEAPOLIS, MINN.

standing corporations in favored industries. The selective character of the markets reflects a belief that the strong will become more prosperous, while less efficient concerns will be weeded out.

* * *

In the infant industry of aviation, a process of elimination of the less fit has always started. United Aircraft, Curtis-Wright, Aviation Corporation, and the General Motors group seem likely to survive the transitional period, and have been looking around for desirable smaller units to absorb.

* * *

Data currently available confirm the impression that 1929 will be a peak year for the profits of well managed railroad, public utility and industrial corporations.

* * *

The Federal Reserve, after making a gesture against excessive speculation through raising the rediscount rate at New York from 5 to 6 per cent, set about to provide the additional seasonal funds required to move the crops and to finance Fall trade expansion. Without doubt, the Federal Reserve will expect this additional credit to be cancelled after the turn of the year, when, by the way, the banking authorities will again feel freer to discipline the stock market bulls.

* * *

Recent months have been characterized by the launching of large numbers of new investment trusts and trading companies. The public is reluctant to pay prevailing high prices for premier stocks, but is ready to buy shares in investment trusts which are willing to buy them. The investment trusts thus become great merchandising agencies for pouring additional outside capital into the stock market. The public, more sophisticated, is thus getting equities in the best companies, and, though they are paying a stiff price, they are better off than they formerly were when they dissipated their capital on blue sky offerings.

Don't Blame The Syringe or Needle!

Eliminate your Chief Trouble By Always Using the VIM Syringe-Needle Unit.



If you are experiencing that common trouble of leakage at needle mount and syringe tip, don't blame the syringe or needle.

The single greatest cause of your difficulty probably springs from the use of misfit syringes and needles—from the use of odd needles with VIM Syringes and the use of odd syringes with VIM Stainless Steel Needles.

VIM Needles and VIM Syringes are made to fit each other with a snug, micrometer tightness. There never can be any variation in the snug fit of VIM needle mounts and VIM syringe tips.

The use of VIM Emerald Syringes with VIM Stainless Steel Needles is your unfailing assurance of the smooth, leak-proof operation your hypo work requires.

Beauty As Well As Utility

The VIM Syringe-Needle unit perfectly combines modern day beauty of design and color with smooth sure operation. You can readily identify the VIM Emerald Syringe at your dealers by its distinctive, emerald color glass, its fine "handle" and perfect balance. The VIM Stainless Steel Needle is always known by its unique square hub, trademarked VIM for your protection.

A trial order at your regular instrument dealers will demonstrate to you the wisdom and economy of standardizing on the VIM unit.

MacGREGOR INSTRUMENT CO.

Needham, Mass.

The Winter Cruise ... for that tired feeling

For the many cases that come to your attention where rest, change of environment and new interests are essential, may we suggest A WINTER CRUISE. The cost is surprisingly moderate.



Around the World The *Red Star liner Belgenland*—westward from New York Dec. 20 for 133 days of glorified sightseeing. 28,000 miles. Numerous optional side trips, including a 12-day cruise through the East Indian Archipelago. Cruise operated jointly by *Red Star Line* and *American Express Co.* \$1750 up, including all expense.

Mediterranean 46-day Cruises to the Mediterranean by *White Star Line*. . . including the Holy Land and Egypt. Four sailings in January, February and March by the popular liners, *S. S. Laurentic* and *Adriatic*. First Class \$695 up; Tourist Third Cabin \$420, including complete shore excursions.

Havana, Nassau, Bermuda A series of 11-day cruises to three smart winter rendezvous by the *Red Star liner Latland*. Just the thing for the tired business man, the busy society matron, or the debutante who craves a change. Fortnightly sailings from New York—Dec. 28 to March 8. \$175 up.

**RED STAR LINE
WHITE STAR LINE**

International Mercantile Marine Company

No. 1 Broadway, New York; our offices elsewhere or authorized steamship agents.



This Month's Free Literature

*[A department whose purpose is to help physicians
keep in touch with current literature and samples]*

Optochin Base in Treatment of Pneumonia: Detailed literature on the use of Optochin Base in the prophylaxis and early treatment of pneumonia, together with clinical samples, are offered physicians by Merck & Co., Rahway, N. J.

* * *

The Passing of "Thou Shalt Not": A convincing little booklet on the subject of Sanka Coffee and restful nights. Write: The Sanka Coffee Corporation, 250 Park Avenue, New York City.

* * *

To Guard Baby's Health: This little circular illustrates a convenient and safe container for sterilizing six nursing bottles at once. Write: Therma Products Company, 139 Franklin Street, New York City.

* * *

The Pneumakardion: A booklet describing the use and indications of a new mechano-therapeutic apparatus is being distributed by the Pneumakardion Company, Inc., 522 Fifth Avenue, New York City.

* * *

Samples of HVC: Physicians not familiar with the use of Hayden's Viburnum Compound are offered samples for clinical trial by: The New York Pharmaceutical Company, Bedford Springs, Bedford, Mass.

* * *

Retirement Income Plan: Some worthwhile literature describing a new policy that assures a guaranteed income in later years is offered by the Phoenix Mutual Life Insurance Co., 312 Elm Street, Hartford, Conn.

* * *

Why Physicians Prefer Pulvoids: An unusual and easily read booklet on a new form of tablet medication. Write: The Drug Products Co. Inc., 26-01 Skillman Ave., Long Island City, N. Y.

* * *

Samples of Vegex: A sample of Vegex, called the richest known food in Vitamin B, is offered for clinical trial by Vegex, Inc., 24 Erickson Place, New York City.

(Turn the Page)

Rx IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA
PINEOLEUM

Free on request: ½ doz. new Pipet packages or \$1 Improved Oil Nebulizer
The Pineoleum Company, Dept. ME, 52 West 15th Street, New York City

HOW TO KNOW WHEN THE FLORA IS CHANGED



WHEN Lacto-Dextrin is employed to bring about a change of flora, the first possible sign of a favorable response is the change in appearance and odor of the stools — an offensive odor is evidence of putrefaction. The stools usually become lighter in color unless colored by special foods.

Lacto-Dextrin

(Lactose 73%—Dextrin 25%)

Brings about this transformation by promoting the growth of normal benign acid-forming organisms (*B. acidophilus* and *bifidus*) in the intestinal tract.

Its use alone or combined with *Psylla* (*plantago psyllium*), the seeds of a plant which provides bulk and lubrication, is well described in the book, "A Practical Method of Changing the Intestinal Flora."

We will be glad to send you a copy of this interesting and valuable presentation as well as free specimens of both Lacto-Dextrin and *Psylla* so that you can submit them to actual test in your own practice.

Mail Us This Coupon Today

THE BATTLE CREEK FOOD COMPANY

Dept. ME-10, Battle Creek, Michigan

Send me, without obligation, trial tins of Lacto-Dextrin and *Psylla*, also copy of treatise, "A Practical Method of Changing the Intestinal Flora."

Name.....

Address (write on margin below)

Samples of Neo-Coltol: Literature and samples of Neo-Coltol, used in the treatment of auto-intoxication, are offered by the Arlington Chemical Co., Yonkers, N. Y.

* * *

Vanishing Boils and Styes: Further reports from physicians on the administration of metallic tin and tin oxide—(Stannoxy) for boils, styes, and other infections. Write: The Anglo-French Drug Co., Inc., 1270 Broadway, New York City.

* * *

The Water-Soluble Vitamins-B: A 16-page illustrated booklet on the water soluble Vitamins-B and their use in the treatment of pulmonary tuberculosis is offered to physicians by the Laboratoire de Pharmacologie, Inc., 92 Beekman Street, New York.

* * *

Collosol Kaolin: A compact little booklet explaining the properties and use of Collosol Kaolin, with clinical references, is offered by The Crookes Laboratories, 145 E. 57th St., New York.

* * *

The Functional Test in Renal Diseases: Another piece of Reed and Carnrick literature, and just as attractive as all the rest. This booklet has a standard color chart attached. Write Reed and Carnrick, 155 Van Wagenen Avenue, Jersey City, N. J.

* * *

Bathing for Health: Interesting literature on baths, explaining some of the uses of Arm and Hammer Baking Soda in this connection. Sent gratis by Church & Dwight Co., Inc., 27 Cedar St., New York City.

* * *

Service Suggestions: This is a bi-monthly publication containing the news of latest developments in the X-ray and physical-therapy field. The May-June issue announces a new shock-proof X-ray apparatus. Copies of that issue may be obtained from: Victor X-ray Corporation, 2012 Jackson Blvd., Chicago, Ill.



Protection against Rust

Now, you can lengthen the life of your instruments by preventing rust during sterilization, by keeping them sharp and sterile without danger of corrosion.

It is really simple, Sklar's STER-TABS make it possible. Add two STER-TABS to each quart of water in your sterilizer and your instruments will be impervious to rust or any foreign substances in the water.

The low cost of STER-TABS is quickly repaid in the dollars they save. You make your present instruments last longer, and you have quicker sterilization with lower current cost.

Buy them from your Surgical Supply Dealer

Ask for Sklar's STER-TABS—accept no substitute.

PRICE

Bottle of 100.....	\$.75
Bottle of 500.....	\$3.25
Bottle of 1000.....	\$6.00

J. SKLAR MFG. CO.

(Wholesale Exclusively)

133 Floyd Street

Brooklyn, N. Y.



No taste means no impurities

By disguising the taste or odor of ordinary castor oil the objectionable features are not removed—only covered over. And when the taste of ordinary castor oil, is camouflaged by the addition of benzyl alcohol, saccharin, flavoring or coloring, there is just reason to fear harmful after effects. Such a product is not U.S.P.

There is one safe way to remove the bad taste and odor from castor oil, and that is by the refining process.

That is why you can place full confidence in Kellogg's Tasteless Castor Oil. It is refined by a patented process that renders it absolutely tasteless, odorless, 100% pure and U.S.P. and then is bottled at the refinery . . . which is necessary when quality and purity are desirable. Kellogg's Tasteless is the only refinery-bottled brand on the market. It is never sold in bulk.

Why even consider today old-fashioned castor oil . . . and the distress it causes? It is out-of-date since the advent of Kellogg's Tasteless which is several generations ahead in the field of purity, and odorless and tasteless qualities.

Kellogg's is sold only in the original bottles, 1 oz. (1 dose), 3 oz. and 7oz. sizes. Let us send you a trial bottle free. Use the coupon.

"There is no substitute for purity"

WALTER JANVIER, INC.
121 Varick St.,
New York, N. Y.

M. E.10



Please send me, free of charge, a Convenient Size bottle of Kellogg's Tasteless Castor Oil.

Doctor

Address

City State

Tours and Cruises

for physicians
and patients

**[A department in which to find ideas
on where to go and how to get there]**

Oriental Winter Cruise: Here's a hard-to-resist invitation to experience cherry-blossom time in Japan and points west. The tour sails from Seattle on January 25th, 1930. Write: The American Mail Line, 760 Stuart Bldg., Seattle, Washington.

Ideas on Game Hunting: If you have any serious intentions about a rod gun or camera expedition, you ought to have this folder issued by Thomas Cook & Son, 585 Fifth Avenue, New York City.

Indian Cameos: Not very often do you run across as colorful a booklet as this big one issued by the Chief Publicity Officer, Indian State Railways, Victoria Taminas, Bombay.

India for the Tourist: Some of the enchantment of the East, with such practical things as rates of travel and car diagrams. Write to: Chief Publicity Officer, Indian State Railways, Victoria Taminas, Bombay.

Tourist Map of India: This is one of a complete series of publications on India issued by the

Chief Publicity Officer, Indian State Railways, Victoria Taminas, Bombay.

West Indies Cruises: Four winter itineraries on deluxe motorliners are described in this folder issued by the Swedish-American Line, 24 State Street, New York City.

Filling the Sunshine Prescription: This booklet describes the facilities at El Paso for the treatment of tuberculosis. Write: The El Paso Gateway Club, Chamber of Commerce Bldg., El Paso, Texas.

The Beautiful Caverns of Luray: A booklet giving full information about the largest caverns east of Kentucky, and how to get there. From: Luray Caverns Corporation, Luray, Virginia.

Virginia, A Land of Romance: This is a large and copiously illustrated booklet that you should by all means have if you plan to tour Virginia. From: Norfolk and Western Railway, Roanoke, Virginia.

(Turn the Page)

A remedy is known for the results it gives — also by the results it does not give.

Guia tonic

affords the effects of creosote and guaiacol in respiratory diseases, without the gastric disturbance generally following the use of these drugs.

Liberal trial quantity and literature upon request.

WILLIAM R. WARNER & CO., Inc.,

113 W. 18th Street, New York City

Mediterranean Cruise, 1930: This tells about the things to be seen aboard the Homeric sailing from New York January 25th. From: Thos. Cook & Son, 585 Fifth Ave., New York.

South Africa, the Sun Country: A 64-page book with illustrations and information on 21 tours to that Country. From: South African Government Tourist Bureau, 11 Broadway, New York City.

What You See From the Train in Norway: Take a ride on the observation platform of a Norwegian train in this booklet offered by the: Norwegian Government Railways, 342 Madison Avenue, New York City.

Intimate Tours of Distinction in Europe: A book of five tours giving rates, sailing dates, and stops. For your copy write to: Varsity Voyages, 113 West 57th Street, New York City.

California: A beautifully illustrated booklet on California containing pictures, in natural color, of some of the high spots. Write to: General Passenger Agent, Union Pacific System, Omaha, Nebraska.

Dragon Lore: This is just one of an unusual series of little booklets, having Oriental covers and other delightful touches, being distributed by the American Mail Line, 1519 Railroad Ave. South, Seattle, Wash.

Australia in 17 days: A folder about the new fast service to Australia operated by the Matson Line, 535 Fifth Avenue, New York.

Sweden: A handbook for travelers, with maps of Sweden and northern Europe. Write to: Swedish American Lines, 21 State Street, New York City.

Historic England and Wales: A 64-page booklet covering most of the places of historic interest in England and Wales. Sent with the compliments of K. W. C. Grand, General Agent, Great Western Railway, 505 Fifth Avenue, New York City.

North Coast Limited: A large and attractive book displaying one of the Northern Pacific crack trains, with a group of scenic pictures tucked in the back. From: Northern Pacific, 5th & Jackson, St. Paul, Minn.

South America-Africa Cruise: All the facts about a cruise starting from New York, January 23rd, 1930, on the S. S. Duchess of Atholl. From: Canadian Pacific, Madison Avenue at 44th St., New York.

Glimpses from the Observation End: A historic handbook to hold in your hand when you are riding on the observation platform of the Baltimore and Ohio train. From: Baltimore and Ohio Railroad, Baltimore, Md.

Whenever Cough is Obstinate and

Excessive as in Bronchitis, Phthisis, Influenza, Grippe and Allied Respiratory affections the demulcent, decongestive and eliminative properties of

ANGIER'S EMULSION

will be found particularly beneficent.

Angier's Emulsion not only soothes bronchial irritation and aids in establishing a productive cough, but the mineral oil content prevents intestinal stasis—a condition which should be obviated at all times, and especially in respiratory affections.

Free Trial Bottle to Physicians

Angier—Boston 34, Mass.

Leaves from the Diary of a Physician's Wife

Continued from Page 25

chair while waiting for his grandchildren to come home from a party. And when they did get home, at two o'clock in the morning, he was still sitting there, dead. The family couldn't get their regular doctor, so they called Bob.

This patient lived just a few doors from us, and had been ailing for months. But he had a doctor attending him that lived the other end of town. Bob has had several house calls to make, since we started practice, but this is the first one right in our own neighborhood. I guess prophets aren't the only ones without honor in their own country.

October 19.

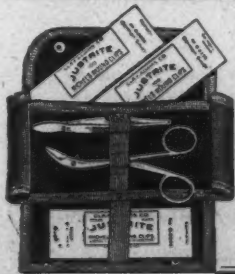
I am beginning to feel like a regular "puller in". This morning Bob had just gone out on a call when a man came to the office to see him. I hated to let him go off again, maybe to another doctor; so I assured him the doctor would be back shortly, and invited him to wait. Toward the end, the man got sort of restless, but I succeeded in keeping him here till Bob got back. He ought to make a good patient, for he's just moved into the neighborhood, doesn't know any doctor around here, and has five children. Maybe he won't pay his bills, though, with all those mouths to feed; and I'm specially interested in patients that pay. That's the kind we need now.

October 22.

A horrible experience today! Bob and I were in the middle of our lunch when we heard shouts and quarreling in the street. I ran to the window to see. Two rubbish collectors were having an argument. The one on the pavement waved his fist at the one sitting up in the wagon, and urged him to "Come down and taste them". The driver started down, and his foot slipped. The other fellow had his fists ready and knocked him down. Then while the fellow was lying half dazed on the side-walk, he drew back his foot and deliberately kicked him in the face with his heavy boot.

The injured fellow came tramping into our nice clean office, dripping blood and mud all over the place, on a Saturday afternoon of all times! He sat in the patient's chair by the desk, and kept his head over the basin I held, while Bob tried to mop away some of the dirt and sweat. Both eyes were closed, his nose was just a big purple smear all over his face, and drip, drip, drip went the blood into the basin.

It made me feel sick, and it had a sobering effect on the fellow who had kicked him, too. He hung around outside, waiting while Bob bandaged the patient up, swathing his whole head. And when the poor creature was ready to go home, his friendly



The "Justrite" Wound Closure Set

Ask your dealer to show you this handy wound suturing outfit. It consists of a tan canvas case with one each clip-applying forceps, clip removing forceps, and 100 each of three sizes JUSTRITE Michel's Wound Clips. The clips bring the edges of the wound close together, yet pierce superficial skin only, leaving no scars. Should be in every physician's emergency bag. Postpaid price \$6.50 with nickel plated instruments; \$8.00 with chrome plated instruments.

If your dealer cannot supply you, advise dealers name and send order and remittance to

Clay-Adams Co., 117 E. 24th St., New York

Bismuth Intravenously

LOESER'S INTRAVENOUS SOLUTION OF BISMUTH

A standardized sterile, stable solution in hermetically sealed Jena glass ampoules ready to inject. 5c.c. represent 15 Mg. of metallic Bismuth as the tartrate. Controlled by biologic tests.

Another Loeser Achievement

Despite the failure of many investigators and the repeated adverse statements in the literature, we have succeeded in making the intravenous injection of Bismuth practical, safe and effective. Lesions heal rapidly following a series of injections administered three times a week.

On account of the freedom from reaction, the safety and simplicity of the technic, it is not alone of value to the specialist but particularly adapted for the general practitioner who cannot afford to have serious reactions occur in his office. \$3.00 per box of 6 ampoules.

*If you are unable to obtain from your dealer,
mail or wire your order direct to*



Loeser Laboratory

22 West 26th Street

New York, N. Y.

enemy pulled out a dirty crumpled bill from his overalls to pay the doctor. Then arm in arm the two of them tramped out of the house and climbed up on their rubbish cart together. Not a word had either of them to say.

October 25.

Golly, this is slow work. I suppose practice will be like a snow-ball—if we ever get the ball started. I look out the windows and see people streaming past, and keep wishing somebody would turn in our gate and ring our bell. But nobody does, very often. We're in a good strategic position here, too, right on a corner with plenty of traffic. But doctors can't drum up business.

October 28.

Another wedding anniversary—four months married. It seems more like four years since we were on our honeymoon, never bothering about patients and telephones. And now here I am, the slave of a bell—of two bells, rather, for the door-bell is just as tyrannical as the telephone.

Sometimes I think it is worse, for I can skip in to answer the telephone any old way—in a kimono, a gingham apron, or a silk dress. But to answer the door-bell I have to be ready for inspection—take off my apron, some times powder my nose, roll down my sleeves and tidy my hair; and then when I finally get there perhaps it is a boy peddling magazines or the mailman with an advertisement. Our mail is made up mostly of advertisements. Some I answer, and receive samples of toothpaste, mouth wash, even breakfast cereal.

Tonight we just let the office go uncovered, and went to the theatre to celebrate our wedding anniversary. But on the way there Bob had to stop and see one of his three patients. I waited outside for him.

October 31.

We sent out our first month's bills tonight. There were three.
(Turn the Page)

THE MENSTRUAL CYCLE

need not beget Periodic Distress unless due to congenital or mechanical causes as long as

AMENORRHEA DYSMENORRHEA MENORRHAGIA

are amenable to the selective, beneficial action of

APIOLINE

(Chapoteaut)

upon the unstriated muscular fibers of the uterus.

This active principle of parsley in capsule form differs severally from commercial Apiol and should not be confounded with it.

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Dose: 1 capsule twice or three times daily before and during the menses.

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E. FOUGERA & CO., INC.
NEW YORK CITY

"The whole people was the physician" Montaigne

SELF-DIAGNOSIS is an unbreakable habit with a great many people. Don't be hard on them, doctor. They all have relatives and friends, each one the center of his own universe. Passionately wrapped in himself and his ills, each one has described his feelings, his treatments, his recoveries, until your patients have all received an extensive (and wildly garbled) instruction in anatomy and medicine.

There must have been a lot of satisfaction in the lives of the early Babylonians—before they had any physicians. The sick were brought to the market place and no one was allowed to pass without inquiring the nature of the illness. The idea was to discover whether they themselves were ever so afflicted and if they knew others who had similar complaints. Then it was their duty to give advice about treatment. As Montaigne observes "the whole people was the physician."

That was a long time ago and a glorious medical history lies between then and now. It is true, however, that some of the beliefs held not so many centuries back seem terrible to us. For example, that "laudable pus"

was necessary to the healing of wounds.

"Laudable pus." And yet in these comparatively few years since supuration has been mastered, how often have physicians feared to check infection, feared to check it with carbolic acid. How often have they hesitated to risk injuring tissues with that caustic and poisonous germicide. You need have no such fear about Zonite, the antiseptic of today.

Zonite is the modern antiseptic agent, with more germ-killing power than any safe dilution of carbolic acid. It has a phenol coefficient of over 3.00. It is a solution of sodium hypochlorite, electrolytically prepared to insure stability with a chlorine content of 9.00 to 10.00 grammes per litre. Because of its marked penetrating power and its non-toxic, non-irritant properties, the medical profession finds it admirably suited to their needs for an antiseptic. It is positive in germicidal action and induces a safe but marked acceleration of the healing processes.

Write for a bottle of Zonite and professional literature. They are free. Zonite Products Corporation, 250 Park Avenue, New York, N. Y.

November 2.

Business acumen rewarded! "My patient", as Bob calls the man with the five children, paid his bill this morning. I felt so proud when I receipted it, and put my little "Thank You" down in one corner. It was the first doctor's bill I have ever had a chance to receipt.

November 3.

A new kind of patient came in to-night, a seedylooking old man asking for an examination. When Bob began listening to his heart he found it on the wrong side. The fellow told Bob all his organs were on the wrong side; he'd had all sorts of doctors examining him, and had been exhibited in clinics. Then he asked what it was worth to Bob to see such an anatomical curiosity. He was just a panhandler with a new line! But he got a quarter out of it, just the same.

November 5.

This afternoon Bob had just left for the hospital when a man came running in with his hand wrapped in a bloody handkerchief. I knew HE was a patient all right, so I gave him "first aid", so as to keep him from running off to some other doctor. He'd been chopping up an old wash-pole in his back yard; the axe slipped and nearly took his thumb off. I washed it in warm boracic water, poured iodine on it, and wrapped it in bandages. He promised to come back tonight and let the doctor see it. I hope he does, for then Bob will get a

fee out of it; of course I couldn't charge the man for what I did.

November 7.

Medical ethics! Dr. L in the neighborhood asked Bob to go with him last week and give the anaesthetic in a tonsillectomy. The operation was done at home and I guess the family liked Bob on sight. At any rate, this afternoon the mother came to the office and wanted Bob to call and see another child in the family who was sick—and he wouldn't go. Said the family were Dr. L's patients. I bet L himself wouldn't be so honest.

November 8.

Three men came here last night, together. I was so excited when I let them in. They seemed to fill our little waiting-room. People are beginning to come in crowds, I thought. But as it turned out they weren't patients at all; they were just a delegation from some lodge that has recently lost its doctor.

This was their proposition: they offered to pay the doctor a regular sum each year, two dollars per member of the organization, to be the physician for their lodge. Besides this princely sum he would be permitted to charge extra (half regular rates) for other members of the families and for operations and confinements. Of course he could charge for ALL the pills he gave them. I think I would have taken a chance at it, for the sake of the "pickings" on the side. But

FOR INSOMNIA

An ideal agent, for the rest it produces is refreshing and is not followed by depression or other disagreeable after-effects.

BROMIDIA

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With a minimum dosage a full sedative influence is exerted.

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In this preparation with a greater margin of tolerance, calcium can be administered to about twice the amount per dose possible with calcium in other forms.

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GEORGE A. BREON & CO., Inc.

Send me more information about Calcium-Glucosan (Breon).

M.D.

Address

then I have a mercenary streak in me anyway, and Bob has not. He promised to think it over and let them know.

November 10.

Bob has decided not to accept the lodge offer. We talked it over last night for hours. He feels he'd cheapen himself. The practice of medicine is a profession, not a trade, he says. Well, maybe it is, but I'm strong for the business end. It helps pay the rent.

November 11.

Bob's sister just called up and invited us to supper there next Sunday night. It is an "off night", but somebody ought to be here to answer the doorbell and telephone. So of course we had to invite them to come here instead. Thank goodness Mrs. D. paid \$3.00 on account this morning. I'd have to draw on our savings fund just to feed the family. Our savings fund is sacred, and while we don't put much into it each week, what does go into it has to stick. Ten percent of the week's collections goes into the fund; one quarter of the month's rent is put aside; and what's left has to keep the wolf away till the next week. Just now our rule is, if we don't collect, we don't eat. Last night we were down to potatoes and cheese.

Of course we couldn't feed Bob's family that way. They'd never get over it.

November 12.

A funny thing happened tonight. The husband of a woman Bob has treated came in and said his wife had insisted on having him come to us for treatment. He belongs to a lodge and is entitled to free medical attention, but his wife has no faith in lodge doctors. I'm glad Bob turned down the lodge offer.

November 14.

Yesterday was one hectic time. Bob's sister and mother and older brother were here for supper. I suppose I was silly to spend all our available cash on food for

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Just the thing for
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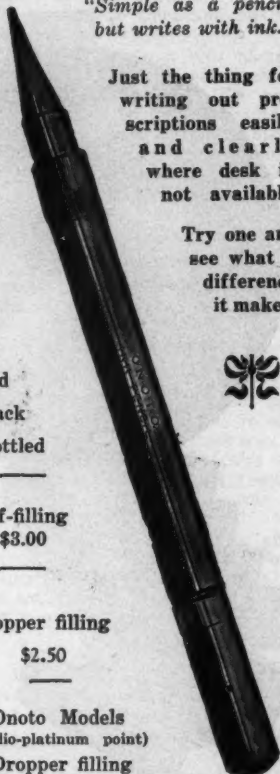
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***This Coupon will
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Stop and think how many casual dressings you are called upon to make in the course of the year and you will appreciate the convenience and time-saving features of Bay's Read-Bandage.

It is simply a ready-to-use strip of BayHesive, to which is affixed a gauze pad, the dressing being protected by crinoline.

Bay's Read-Bandages are individually packed in glassine envelopes. They come in 1" and 6" widths. The 6" width may be cut to any desired width. They make a quick, neat effective dressing, saving many hours of valuable time over a year.

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M. E.-10

Gentlemen:—Kindly send me free sample of Read-Bandage.

Doctor

Street & No.

City

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Dealer's Name

them, but I did it for his sake. He is the youngest in the family and gets a lot of teasing. They seem to think our office is a joke, just playing at being a doctor. We'll show them some day! So I wanted this visit to be just right, and I spread myself on the supper. The table did look nice, with all my wedding silver and linen, and I used my most successful recipes, too. And then, darn it, the whole thing was a fizzle.

Just before we were ready to sit down a call came in. His folks insisted on waiting for Bob to return, and I had to sit and be polite and amiable about it all, while our three dollar meal got absolutely spoiled. When he finally did get home, tired and cranky, the stuffed potatoes were cold, the roast lamb like leather, and everything had a faint gas-taste because I tried to keep things hot in the gas oven and the darn thing blew out on me. Bob was still fretting over the patient who was "in a critical condition", and I know he didn't enjoy a mouthful. Neither did I. I suppose doctors' wives ought not to try to entertain.

November 17.

I was dusting the waiting-room this morning (I try to keep it spotless and attractive) when I looked out the window in time to see a woman run across the street, without any hat or coat on, carrying a baby in her arms. She ran straight in through our

gate and up the steps. She didn't have to ring the bell for I was right there with the door open. Poor soul, she was gasping for breath and crying so she could hardly speak; but, oh, the look in her eyes as I hustled her into our nice white office and put the baby on the table.

Luckily Bob was still home—in fact he was down cellar cleaning out the furnace. The baby had fallen down and cut his head, clean to the bone. It was bleeding a lot. The mother made more fuss than the youngster. He just lay there staring at the doctor with his shoe-butt eyes, like a little wild animal at bay. I had on a white Hoover apron as a house dress, and looked like a nurse. So I held the child while Bob put two stitches in his forehead. The mother was no help at all, and he could never have managed it alone. I was as scared as the mother, but I didn't dare show it. Bob knew just what to do, and acted as if sewing up cuts in youngsters was an everyday job. He was calm and dignified and efficient, a regular tower of strength. I was so proud of him.

Some day we'll have an office nurse and a secretary too, to help him; but just now, he says, he is satisfied to work with a wife in a white house-apron.

November 19.

Bob's Mexican patient was here again today, and I've been cleaning up cigarette stubs ever since.

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In Treatment of Vaginitis, Leucorrhea and Vaginal Catarrh

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The new safe and reliable
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GERMICIDAL DEODORIZING
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To the Medical Profession



Dear Doctor:

Modern methods of treatment are becoming more and more conservative. The management of boils is a good example.

Formerly most furuncles were lanced and much unnecessary pain and disfigurement was caused thereby. In 1917 the first paper on the treatment of boils without the lance and with Stannoxyl by mouth was published. Numerous articles and theses followed, and today Stannoxyl therapy has become standard.

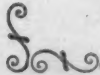
In prescribing oral medication for boils, it is necessary to avoid imitations. Stannoxyl is the original preparation and the one on which the great majority of the published reports are based. Other products may resemble it chemically but are not the same. Their use is not supported by the same weight of authority.

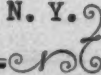
Established freedom from toxicity and proved clinical results are sufficient reasons why you should insist on Stannoxyl in prescribing oral medication for boils. We shall be glad to send you a sample and reports on request.

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He sits in the office and talks and talks, and gets so excited, Bob says. He puffs frantically at a cigarette, bangs it out on his heel, hurls it into a corner, and lights another. He must have used up a whole package of cigarettes this time. Bob says he's an interesting talker, but I call him a pest. I would hate to be his wife and clean up cigarette stubs after him every day in the week.

He is almost as bad as old Jake M., except that Jake smokes cigars and scatters ashes all around. He loves to stick a smelly old cigar butt in my lovely potted fern. I can always tell when HE'S been here. My beautiful parlor is wasted on such creatures; they would just as soon wait in a barber shop.

November 22.

One of the penalties for having so many windows is getting them cleaned. I love to clean windows, but Bob thinks it beneath the dignity of a rising young physician's wife to sit on a window sill and polish window panes. So I have been trying all month to save out enough money to hire a cleaning woman. It does seem like wild extravagance, when we need the money for really necessary things.

Today was warm and balmy, surprisingly so for this time of year, and I knew I'd never get a better chance at the windows till next spring. Bob went off to give an anaesthetic at the hospital, so I thought I'd clean a few of the windows myself, while he was away. I kept one eye out for the return of friend husband, but I thought he'd be on foot. I never dreamed he would come rolling home in a big limousine, right under my nose. Dr. Q, the surgeon, brought him home after the operation.

I had met Dr. Q at a hospital tea, but I knew he would not recognize me in a dust cap and gingham apron, cleaning windows—probably I had a smudge on my nose too. So I pretended

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When fresh cow's milk is used for infant feeding, we suggest Nestle's Milk Food as a modifier because it—

1. Renders the formula anti-rachitic.
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Ovacoids Ampacoids Testacoids

in the various sex gland dysfunctions in women and men, he is utilizing the autacoids or hormones of the glands presented in highly concentrated form. These products represent a new principle in the treatment of gonadal deficiencies.

The field for OVACOIDS is amenorrhoea, dysmenorrhoea, menorrhagia, sexual neurasthenia, sterility, and menopausal disturbances.

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AMPACOIDS Ovary, Prostate and Testicle are sterile aqueous solutions of the particular gland, and can be used independently from three to seven times weekly, or in conjunction with Ovacoids and Testacoids.

These effective endocrine agents prolong the span of life, and add materially to the patient's comfort.



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 Jersey City, N. J., U. S. A.

I was the maid, and went right on polishing, while Bob climbed out of the car, his face as red as a beet.

Yesterday was Thanksgiving Day, but no holiday for us. I didn't even get to church in the morning. Before Bob had finished shaving a call came in (besides several he had to make already) and two patients. He had to go out as soon as he was through in the office—the first Thanksgiving in our own home, too. Still, I really am thankful that practice is picking up a bit. I hope now we are really started.

He got back about three o'clock, simply ravenous. We had a long, leisurely dinner together, while he told me all that happened while he was out. I love to hear about his cases.

Being a holiday, we decided to leave the office uncovered for once, and we were just ready to skip out to the early show when the doorbell rang. I was mad, for I thought it was a patient come to spoil our good time—although goodness knows we need patients. It's been ages since Bob and I went out together just to be frivolous. But this wasn't a patient after all. It was only Mrs. F's little boy with a home-made mince pie she had baked for the doctor "in appreciation of his services". Wasn't that sweet? Bob took care of her baby.

So we went to the movies, and when we came back we ate the pie. It was delicious—but I hope it is not in lieu of the bill.

November 28.

Some people at least must think we are making money. Today an automobile salesman called up and wanted to interest us in buying a car. Whoopee! I told Bob that the rising young physician was attracting attention in the neighborhood. But he said "More likely we are the straw that the drowning salesman clutches at before he goes under for the third time."

Of course we can't afford a car yet, but it will be nice when we can.

November 30.

Bills again to send out. This time we have two fat ones and six lean ones, besides the ones we sent out last month which didn't receive any attention. They get a "second notice".

Quite a few people have paid cash this month, a very sensible arrangement, and much to be encouraged. Paying the doctor as you go along saves book-keeping and misunderstandings. It is much more satisfactory, I think, to pay for service as you receive it, and not several weeks (or months) afterwards. "Eaten bread is soon forgot." Well, it will be my job to remind patients of the loaves they've had from MY baker.

December 3.

After sending out those bills the other night I was sure we would get some response by this

Dimazon Ointment

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The continuous use of our ointment, over a period of sixteen years, is based upon positive and often excellent results obtained in the treatment of those intractable cases of

Eczema, Ulcus Cruris, Keratitis, Wounds, Burns, etc.

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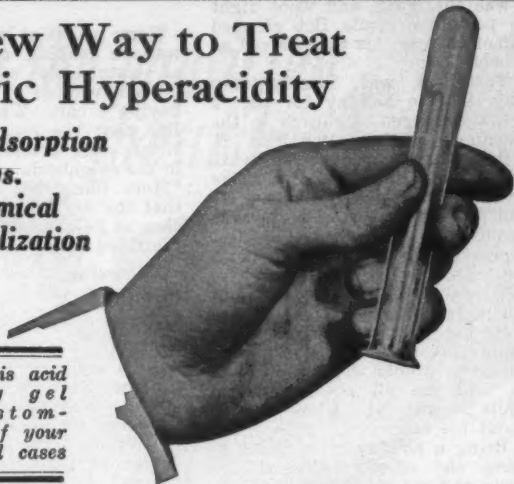
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THE introduction of ALUCOL—a true colloidal type of hydroxide of aluminum—by the Wander Research and Chemical Laboratories marks a new advance in the treatment of gastric hyperacidity.

ALUCOL acts by colloidal-chemical adsorption, not by chemical neutralization. It combines *colloidally* with the excess of gastric HCL to form a colloidal gel in the stomach. This gel acts as a

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Please send me, without obligation, a container of ALUCOL for clinical test, and brochure on "The New Colloidal Antacid."

Dr.
Address

time. They were done in my best handwriting (some day we'll have a typewriter), and were too modest, I think, considering all the work Bob did. The bill we sent Mrs. D represents the greater part of a night's work—going to the house, returning to the office and making a blood-count, going back to the house, and taking her into the hospital for an operation. The family kept me busy, too, the next day, answering telephone questions and consoling the daughter's hysterics here in the office. I wonder how much service the family would get from their plumber and his wife for ten dollars?

December 5.

No money yet!

December 7.

Supper at nine o'clock tonight. Bob had a confinement this afternoon and didn't get home till seven. A patient was waiting, so he went right into the office. Three more cases came and he wasn't through till nearly nine.

December 8.

Another queer patient this morning, just as the doctor was swallowing his last mouthful of breakfast. I persuaded Bob to make him wait till he'd smoked a cigarette and glanced through the newspaper. A doctor has to be well-informed on current topics as well as know the whole pharmacopeia. When Bob finally swung open the folding doors between his office and the waiting room, the patient was sprawled out in our most comfortable chair, snoring loudly and smelling like a grog shop. I never suspected it when I let him in, but there he lay in a drunken sleep.

I suppose we were lucky that he didn't cause more trouble than he did. One doctor along the avenue told Bob the other day that a patient came in and walked off with a book of *spiritus frumenti* prescription blanks that was on his desk. Our patient went docilely enough when Bob

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waked him up. He even became maudlin in his apologies, and explained that all he wanted was a "prescription."

A doctor's waiting room is really as public as the street corner. Tom, Dick and Harry are privileged to wander into our home with all sorts of hard luck stories and troubles, bringing germs and smells and cigarette ashes with them—and worse. I can't refuse to admit them just because they don't look clean or prosperous. But I'm going to be more suspicious after this.

December 11.

Funds are getting low. Today being Sunday, when the boss of the family is usually at home, Bob screwed up his nerve and decided, while out making a couple of calls, on a little collection tour before church.

We were just finishing the second hymn when he came in, and one glance told me he hadn't been very successful. He grabbed one side of my hymn book and while I sang lustily he muttered disgustedly, "Three dollars!"

Perhaps he isn't a very good collector. He always manages to look sleek and prosperous, quite the successful young practitioner. Nobody would dream that he needs money.

December 12.

A good start for the week. Mrs. J paid \$5.00 on account this morning. Maybe Bob's "tour" will have results after all. I was

literally hanging over the wash-tub when she came (I couldn't get started till after morning office hours, for I must look tidy to answer the bell in case a patient happens to come), and she set me back thirty-five minutes while she whined about her poor health. Bob says there is nothing organically wrong with her; what she needs is a baby or two, to keep her mind occupied.

December 14.

Running a doctor's office is no easy job. Every ring of the telephone or door bell brings a different problem, and no matter what I do it seems I should better have done something else. I never seem to know when to be impersonal, when to be properly sympathetic, when to be firm, when to be friendly, when to locate the doctor and when to let things slide.

Last night Bob went to a medical meeting at the County Society, and while he was away a call came in that I thought he could make on the way home. So I called up the Medical Society to give him the message. I thought he would praise my forethought, but not so. It appears the other doctors razed him about being called, and hinted it was a put-up job to make him look busy. Next time, I'll let the call go—and that will be wrong, too.

December 16.

Cleaning woman day and I'm

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Small Tubes

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A PLASTIC PREPARATION OF IRISH PEAT

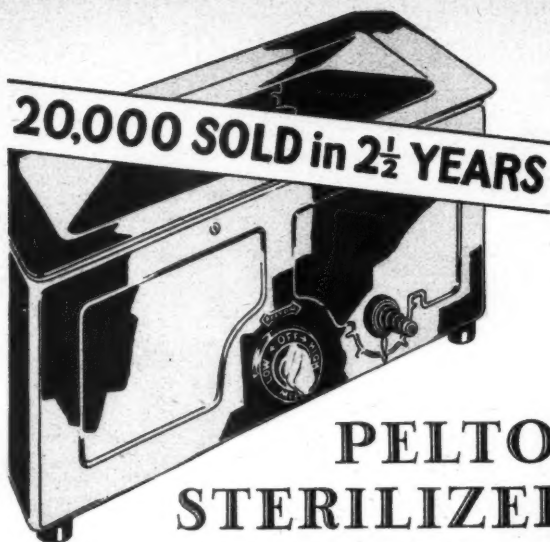
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This Month's Pictures

Among the physicians who have given their lives to medical research in recent years are Dr. Paul A. Lewis, (at left) who was stricken by yellow fever while studying under the auspices of the Rockefeller Institute for Medical Research in Bahia, Brazil; Dr. Howard Cross (below, left) of yellow fever in Mexico in 1923; and Dr. Hideyo Noguchi (below, right) who died on the Gold Coast in Africa in 1928.

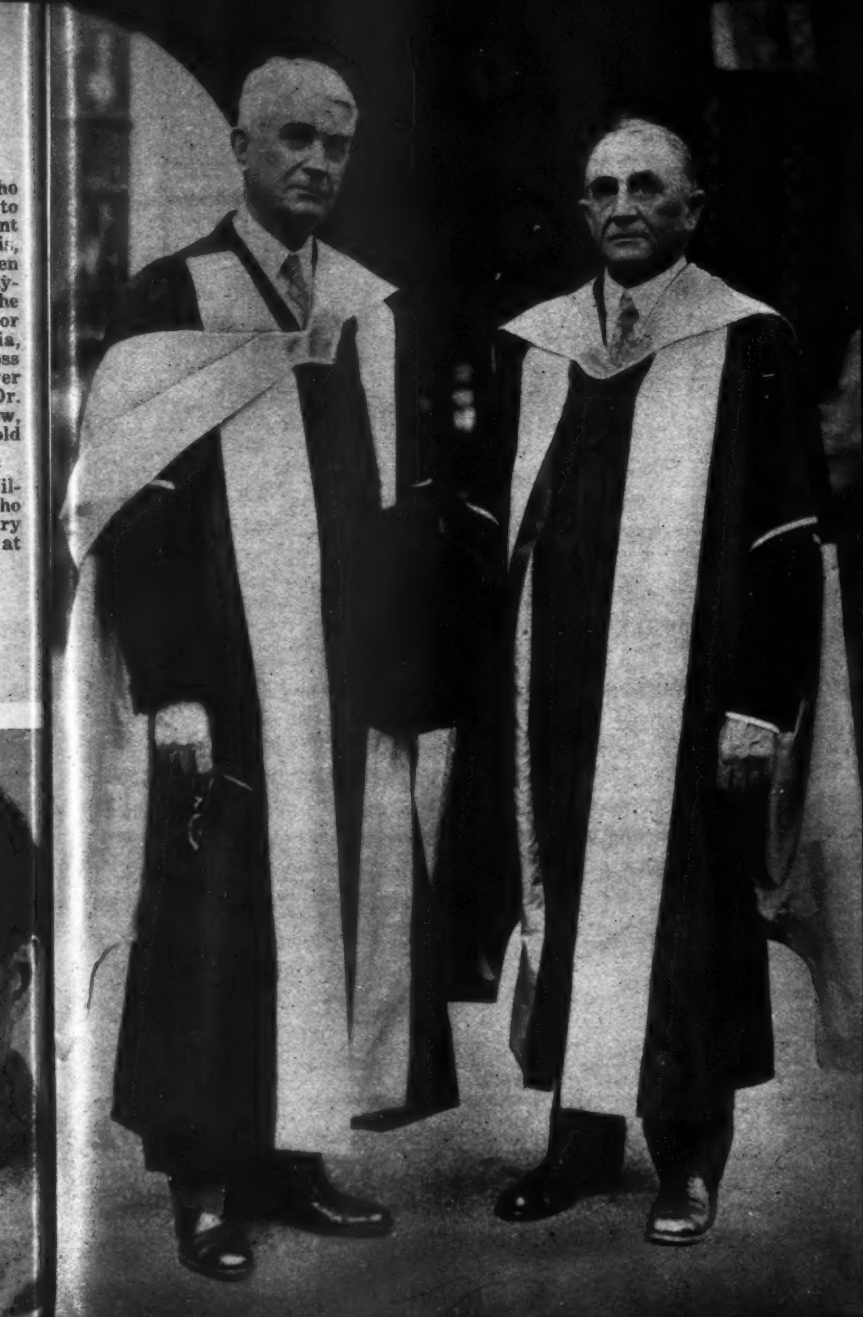
(Oposite page.) Drs. William and Charles Mayo who recently received honorary degrees simultaneously at Manchester University.

Photos by P. & A.



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New York, N. Y.





dead. I'd like to be in bed this minute, but I've gotten in the way of scribbling in the diary while Bob is busy in the office of an evening. I don't get so lonesome then, sitting here alone.

Bob scolds because I worked twice as hard as the cleaning woman did. But when I sat down to rest, she slackened speed too, and we had to get the "heavy cleaning" done while she was here. I can keep the place fairly respectable in between times, but office floors and sinks have to be scrubbed, and walls wiped down and furniture polished once in a while. It's awful to have to crowd so much work into one day, but we're all cleaned up for Christmas now.

December 17.

Bob met Mrs. S this afternoon on Broadway, with her arms full of bundles. "I haven't forgotten your bill, Doctor," she had the nerve to say, "but I can't pay it this month. I've got to buy Christmas presents."

Of course the doctor has no Christmas presents to buy.

December 19.

Nearly finished the necktie I'm crocheting for Bob. Did a lot of it this afternoon when Mrs. T was here waiting for the doctor. She's an old friend of the family (still calls him "Robbie"), so I sat and chatted with her in the living-room. That's what we call the waiting-room outside of office hours.

December 22.

Sending out Christmas cards.

December 24.

Christmas Eve. Bob came trotting home tonight with the jolliest little Christmas tree under his arm, for us to trim together. We had just gotten started when a call came in. I've been waiting for him to get back, but I suppose I had better go ahead and finish it up alone.

December 25.

Christmas morning and Bob is out making calls. He says he remembers one of his old college professors remarking that he never skipped calls on holidays—patients need attention then more than ever. I am waiting for him now to come home for our first Christmas dinner in our own home. Everything is sizzling along and smells awfully good, and Bob just telephoned that he'll be here in ten minutes. It is Sunday as well as Christmas, so perhaps we can have all the rest of the day together.

My sweet husband's Christmas present to me was a ticket home. Wonder how he knew I'd been pining to get back home for a visit. I thought I had been very patient, but I guess I'm not such a model Griselda after all. I'm all packed ready to go the first thing tomorrow. I wish Bob were coming with me—but young doctors can't afford vacations.

December 31.

Haven't had a chance to write

A vegetable tonic Laxative
FOR HABITUAL CONSTIPATION

Especially valuable for aged people and those of
sedentary habits. They act gently and do not gripe.

Cascara Comp. Tablets
KILLGORE'S

Liberal Sample and Formula on Request

CHARLES KILLGORE

57 West Third Street

New York

*Patient Types .***The Indoor Worker**

Office workers — eight hours or more at a desk — a short recess for a grab-a-bite lunch — little or no exercise, not even a brisk walk. Many become addicted to the use of cathartics.

Petrolagar aids these patients when taken with a rational regimen of diet and exercise. It helps them to avoid a return to the old cathartic, and prevents discouragement.

Petrolagar, a palatable emulsion of 65% (by volume) pure mineral oil emulsified with agar-agar, has many advantages over plain mineral oil. It mixes easily with bowel content, supplying unabsorbable moisture with less tendency to leakage. It does not upset digestion.

Petrolagar

Petrolagar Laboratories, Inc.,
536 Lake Shore Drive, Dept. M. E. 10
Chicago, Ill.

Gentlemen:—Send me copy of "HABIT
TIME" (of bowel movement) and spec-
imens of Petrolagar.

Dr.....

Address.....

.....

in the diary for a week; just got back this afternoon. Had a gorgeous time home, of course, but missed Bob frightfully. I'm waiting for him now to get through in the office, so we can go to Watch Night service together,

and see the New Year in. Wonder what the coming year has in store for us? Success, I hope, and lots of happiness, and more chance for work and service all through the year.
Amen.



St. Paul's Bureau

Continued from Page 29

sure where pressure is needed and still retaining a due amount of tact.

The bureau compiled and printed a publication which took the nature of a confidential guide, containing the names of cases with whom the bureau had dealt, each case rated in accordance with the manner in which the account had been taken care of. It is hoped that in another year this volume will contain approximately five times as many names as it now contains, an accomplishment which will be largely due to the enthusiasm with which the guide has been received by the bureau members.

This publication has created a closer understanding on the part of the physician and dentist concerning a new patient's financial ability. The same holds true of hospitals. If it is necessary to make definite arrange-

ments in advance for payment, that fact is known.

The majority of the bureau members are now considering the advisability of turning over complete lists of their patients to the bureau, so that every physician, dentist, or hospital associated with the bureau will have some knowledge of the manner in which patients take care of their obligations. The greatest advantage of this procedure, it is believed, will be the marked effect upon the general public, in their attitude toward the two professions, and will thus indirectly, as well as directly, assist in assuring compensation for services rendered.

The bureau is called upon many times a day to assist doctors in making arrangements for patients to pay their accounts, and as a result the public at large have learned to respect the purpose of the bureau rather than

Efficient

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Eliminates

ARGON

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REARGON

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Rapidly

REARGON

Injections

WRITE FOR
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AKATOS, INC.

114 Liberty Street, New York

"26 845"

HE SAT ON THE FENCE AND SCOFFED

He doubted the practical value of any agent claiming to overcome hyperacidity. He didn't believe in the therapeutic efficiency of mineral oil. But he was willing to admit the mild laxative action of Milk of Magnesia. Eventually, he realized, as a physician, that his constipation, with its resulting toxemia and reflex disturbances demanded treatment. He consulted one of his colleagues. He was told to take,

Magnesia-Mineral Oil (25) HALEY

*Accepted for N. N. R. of the A. M. A.
formerly HALEY'S M-O, Magnesia Oil*

for its Lubricant, Laxative and Antacid action and effect. NOW, as that result of personal experience, he prescribes it in conditions of Gastro-Intestinal Hyperacidity, Fermentation and Putrefaction, Gastric or Duodenal Ulcer, Intestinal Stasis, Autotoxemia, Constipation, Colitis, Hemorrhoids.

He advises its use before and after operation, during pregnancy and maternity, in infancy, childhood and old age.

His dentist told him it is an EFFECTIVE ANTACID MOUTH WASH.



FORMULA:
Each Tablespoonful
Contains Magma Mag.
(U.S.P.) $\frac{3}{4}$ li, Petrolat.
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Generous sample and literature to any physician on request.

THE HALEY M-O COMPANY, INC.
Geneva, N. Y.

to fear it—unless, of course, they have violated confidence in failing to meet obligations. Credit rating naturally follows upon the heels of collection; as a delinquent account is collected it is rated.

In other words, the bureau becomes a rehabilitation plant for the delinquent debtor and the result is that the patient has his choice of re-establishing his credit with the physicians, or of being given an unfavorable rating. They are never given a poor rating without first having had the chance to reconstruct their credit.

The pessimists might believe that it is impossible to determine a fair credit rating for medical or dental accounts. But the actual practice has been to investigate the circumstances surrounding every individual case and it is upon that basis that the guide is constructed.

In addition to a telephone credit and collection service, the

bureau maintains a financing service for patients (of which more later), a nurses registry, notarial service, a list of blood donors, an accounting service, legal counsel, and other minor features that improve the business capacity of its members.

It is significant that the bureau has grown from 182 members to about 250 in one year's time, and that all of these men are assisting in creating a bureau which, it is hoped, will some day become one of a number of affiliated bureaus reaching from coast to coast.

In visualizing this idea it must be apparent that one of the greatest advantages of such a chain of bureaus throughout the country would be the interchange of credit information, and a concerted effort to eliminate the elusive floater or deadbeat. Each center of population would furnish information for the guidance of all.

When the Physicians and Dent-



THE AMERICAN CYSTOSCOPE MAKERS, INC.

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454 WHITLOCK AVENUE, NEW YORK, N. Y.

Manufacturers of Cystoscopes and Allied

Diagnostic Instruments Since 1908

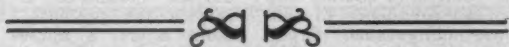


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Especially designed to hold an ordinary wooden tongue depressor blade and the ordinary flashlight lamp. The wooden blade eliminates the necessity of sterilization. An A. C. M. I. BATTERY HANDLE forms a convenient grip.

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*Cystoscopes and Diagnostic
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Seasonal Ailments

As the cold weather approaches, physicians prepare for the usual influx of colds, respiratory and rheumatic affections.

Because it acts safely without upsetting the stomach, and is a valuable adjunct in the treatment of the above conditions, physicians are prescribing the emplastrum

Numotizine

Formerly Pneumo-Phthysine

The use of this emplastrum places the control in the hands of the physician because it may be removed as soon as the desired results are obtained.

A clinical test is the best test. We will be glad to mail you a regular size jar for this test in your practice.

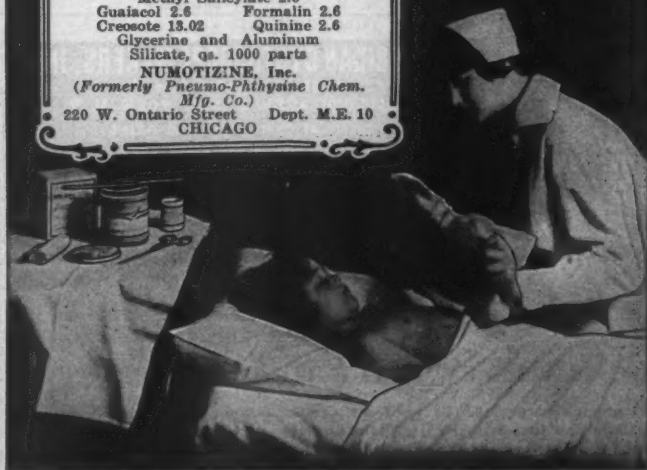
FORMULA

Methyl Salicylate 2.6	
Guaiacol 2.6	Formalin 2.6
Creosote 13.02	Quinine 2.6
Glycerine and Aluminum	
Silicate, qs. 1000 parts	

NUMOTIZINE, Inc.

(Formerly Pneumo-Phthysine Chem. Mfg. Co.)

220 W. Ontario Street Dept. M.E. 10
CHICAGO



ists Service Bureau, Inc. was first organized there were a number of difficulties that had to be ironed out, one of the most troublesome of which concerned the handling of accounts of non-members. An arrangement was finally worked out so that at the present time any physician, dentist, hospital, or nurse may turn an account into the bureau for collection.

In addition to the services just described the bureau has undertaken a system of financing patients through illness or extensive dental work. This service functions along the tactics that are used in connection with the purchase of automobiles, radios, electric refrigerators, and so on; in other words it is a deferred payment plan.

In certain respects, however, it is very different. The Bureau's plan is to secure an estimate from the physician or dentist of the cost of service to be given the patient applying for a loan. The formal application for the loan is then filed with the bureau and arrangements are made to pay the account by means of a series of deferred payment notes, with a down payment of from 15 to 25% of the total cost of the work. The down payment acts as an evidence of good faith on the part of the patient.

The amount of money received as the initial payment is forwarded to the physician or dentist, and the remainder of the amount is collected through the bureau, with a small added charge for interest. A small fee is charged for investigation. The actual handling charge, that is the cost to the bureau for collecting the remaining notes, is paid by the professional man.

SNUGFIT EYE PATCH

Six styles. Freedom of movement as holds a dressing.

SNUGFIT SURGICAL BIBS

Soft cream colored oiled silk. Better than rubber. Send post card for information to:

THE SNUGFIT EYE PATCH CO.
Lansing, Mich.

This plan seems to be the simplest and most convenient both for the patient and for the physician. It does not require

Listers

Strictly Starch Free FLOUR

Self-rising and easily made into palatable foods in patient's home.
LISTER BROS., Inc., New York, N. Y.



TAUROCOL Tablets are prepared in two forms, both of which contain only the purified portion of the natural bile of the bovis family, and its two active salts, the Taurocolate and Glycocholate of soda.

Taurocol Compound Tablets with Digestive Ferments and Nux Vomica.

A generous sample for clinical trial will be sent upon receipt of your request.

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PAUL PLESSNER CO.**
Detroit, Mich.

*For the Age
of Speed*

ANACIN

in

Capsule Form

(Cacetquiphen)

**Has no mark by which
your Patients can
Recognize it.**



Two decades ago the family doctor made his rounds with horse and buggy—and had time to compound his own first aid prescriptions.

Today when centuries of medical as well as locomotive progress are being compacted into a generation—almost a decade one might say—time does not permit horse and buggy methods. Airplane methods are required.

The progressive physician of today must conserve his time and energy. He has no time to compound his own medicines—neither do his patients have time to wait for prescriptions to be filled.

As a modern, efficient member of the medical profession you need a ready, accurate and effective antipyretic and analgesic formula for first aid prescriptions—for your common every day cases of colds, headaches, fever, influenza and for post-operative discomfort.

Anacin in capsule form has been produced especially to meet this demand. And the Anacin capsule contains all the merits of the Anacin tablet—now the popular first aid in daily use by physicians the country over. The capsules come in convenient packages of 100 capsules.

If you have not yet tried Anacin in capsule form a free clinical sample will be sent you upon receipt of the coupon below.

THE ANACIN COMPANY

919 N. MICHIGAN AVENUE

CHICAGO, ILL.

.....

*Kindly send me without obligation your clinical package of 10
Anacin Capsules.*

Dr.

Town State

.....

any great outlay of capital in order to function, as no money is actually loaned to the patient. The entire transaction is carried upon the books of the bureau relieving the member's own office from extensive bookkeeping.

So much for the first year of the Bureau. We hope to have some interesting things to report at this time next year.



The Hotel that Became a Hospital

Continued from Page 32

three classes of patrons: transients and wealthy tourists; tired business men and women desiring relaxation and recreation (with the advantage of medical supervision); and friends and families of patients or convalescents.

The first floor is devoted to offices, including consultation rooms, x-ray rooms, and departments of physiotherapy, medical service, and nutrition, all of which are located in the left wing of the building. In the center space is the dining rooms, foyer, lobby, solarium and business offices. The private apartments of the physician and his family occupy the entire right wing.

An absolute segregation of the three divisions (hotel, hospital, and home) is assured by three separate entrances. The building is 328 feet long, with entrances placed at intervals contiguous to the divisions, providing ample space for complete isolation.

The most interesting economical feature of the transformation is that of converting the ornamental turret into a modern operating room. The original architectural plan was a flat floor suitable for a roof-garden ornamented by three open turrets, from which point rare views of the majestic mountains towering in the distance could be obtained. Upon the conversion, the center turret was enclosed, remodeled

More Convenient To Use Than Vaginal Douche Or Fountain Syringe And More Effective

Combining astringent, decongestive and soothing action with tissue toning and shrinking effect.

MICAJAH'S MEDICATED WAFERS

have demonstrated for years practical efficiency in irritation, inflammation, hypersecretion or relaxation of the vaginal tract. Diminish or arrest abnormal discharges, favorably act upon ulcerated or eroded surfaces, restore tone. Evolved by a practical physician, and introduced and advertised ethically to the medical profession.

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Samples and literature on request. Pin this to your letterhead or RX blank and mail to

Micajah and Company
189 Conewango Avenue,
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Ask Some Doctor Who Uses It

He will tell you the value of Ovaltine in the reconstruction diet.



NOT just a drink, but a food drink is this Ovaltine. So delicious that it tickles the jaded palate of the convalescent, and makes the finicky youngster clamor for it.

Ovaltine is rich in essential nourishment, in vitamins and mineral elements. It is remarkably easy to digest and, besides, aids digestion of other foods.

You will like Ovaltine yourself, and you will enjoy it as a pick-up drink, or to help you sleep after a hard day.

The coupon brings a regular size can to your home address, for personal use.

THE WANDER COMPANY, Dept. M.E. 10
180 No. Michigan Avenue,
Chicago, Illinois

Kindly send me, for my personal use,
a full size can of Ovaltine.

Dr.

Home Address.....

OVALTINE

and made much more utilitarian without detracting anything from the architectural lines of the building, or in any way preventing the enjoyment of the beautiful scenery.

No changes have been made in any other part of the building or grounds, the economical justification of the idea being, not so much in changes, as in making every inch of space serviceable.

At present there is no idle space. On the third floor, besides the regular rooms suitable for private rooms for patients, the large rooms originally planned for the anticipated affluent hotel patrons now serve as double rooms, or wards in the hospital section. Other rooms on the same floor intended for reading rooms or suites, now provide class-rooms and offices in the training school for nurses.

On the second floor, harmony prevails in the arrangement for those guests who come for pleasure, those who come for rest and relaxation, and those present on account of patients in the hospital. The ones who come for pleasure take very quickly to the lakes and mountains, and entertain themselves by boating or riding through the azalea-bordered bridle paths which abound. Guests who come for supervised rest and relaxation, seek the solarium or broad verandas, and the families or friends of patients, naturally soon find the third floor.

From a professional standpoint, the left wing of the first

floor is most interesting. Three physicians are resident (the surgeon owner, a medical doctor, and a physiotherapist). The wing is divided into offices and consulting rooms for each physician, an x-ray room, a diet kitchen, and a suite for the administration of hydrotherapy, electrotherapy, mechanotherapy, actinotherapy, and phototherapy.

The idea to make profitable every available inch of space is carried out in the cultivation of a flower yard in order to furnish flowers in profusion for the hotel and hospital, as well as to beautify the grounds. A vegetable garden supplies fresh vegetables the year round, and by reason of the high iodine content of this section, provides a valuable but economical food for both guests and patients.

A plant consisting of two thousand Rhode Island Red hens is the crowning subsidiary feature of the establishment, and it is impossible to determine who enjoys them most, the convalescent strengthened by broths, or the transient who has answered the call of chicken, fried, stewed, or baked.

The financial and professional success of the venture is undeniable and obvious. What was formerly a struggling and losing real estate proposition in which a physician entrusted his money, there now stands a flourishing and profitable medical enterprise.

Every element of original excellence has been preserved and developed, all bound together in

**The
FITCHMUL
Formula**

Canadian Fir
Balsam
Venice
Turpentine
Chloric Ether
Hydrocyanic
Acid
(minute
quantity)
Tartar Emetic
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**A Bronchial Sedative
Expectorant—Vehicle**

"I have used a large amount of FITCHMUL and find it fills the bill almost every time," is the opinion of a New York State physician.

May we have the pleasure of sending you a bottle of FITCHMUL?

**A. PERLEY FITCH CO.,
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Physicians are finding it valuable to prescribe **CYSTOGEN**

Whenever a urinary antiseptic is needed, **CYSTOGEN** fulfills the requirements. It is the great normalizer of bladder and urethral infections and an unsurpassed clarifier of cloudy urine. Its use is so varied and effective, that an increasing number of physicians are turning to **CYSTOGEN** as the safe and unirritating urinary antiseptic.

CYSTOGEN comes in three forms—

Cystogen-Lithia, the mobilizer of uric acid.

Cystogen-Aperient, the combined laxative and antiseptic.

Cystogen-Tablets, the standard internal antiseptic.

That you may more fully read about and try for yourself the value of **CYSTOGEN**, we will gladly send a liberal supply of samples with literature upon your request.

Cystogen Chemical Co.
220—36th St., Brooklyn, N. Y.

Please send me professional samples of
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Dr.

Address

City and State.....

Druggists name.....

ME10-29

service by a beneficial climate, a mineral spring of high health qualities, and the expert profes-

sional hand and clear business acumen of a member of the medical profession.



Industry Picks Up the Stethoscope

Continued from Page 12

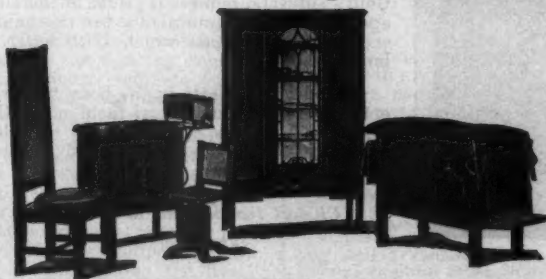
ing him more readily available when needed. Many have selected physicians across the street or around the corner, which make it possible to take the injured worker to his office for treatment. Such an arrangement eliminates the necessity of installing expensive equipment at the plant and is worth while for the smaller employer, providing a physician can be retained who lives close.

In the majority of cases the plant emergency hospital started with but a trained nurse. These small beginnings have grown into important developments later re-

quiring as many as eight trained nurses and three or four full-time physicians. This development is due entirely to the importance with which the nurses and physicians endow it.

The employees' hospital is capable of rendering a full program of service, beginning with the examination of the applicants before being hired, employees' periodic examinations after being hired, follow-up of those remaining at home sick, sanitation of the plant and working conditions, dental work, x-ray work, health education, heating, seating of workers, em-

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THE ADAM SUITE

exemplifying the fine craftsmanship and style of Allison creations.

Allison furniture is designed and built on the principle that practical physicians regard a well equipped office as a sound investment.

The continued growth of the Allison business demonstrates the correctness of that principle. If your office is not Allison equipped, let us send you a catalog and full particulars.

W. D. ALLISON COMPANY, Mfrs.

1103 Burdial Parkway,

Indianapolis, Ind.

Uricedin

STROSCHEIN

*Originated 1892 by Dr. J. E. Stroschein,
Germany. Now procurable in America*

A granular powder containing the Alkali salts of Citric and Tartaric Acid and inorganic salts similar to Karlsbad.

Uricedin Combats the Uric Acid Diathesis

According to modern opinion the Uric Acid diathesis is based upon a derangement of the fermentative System. Therefore any curative medicament must aim at converting the products of decomposition as fast as possible into beneficial body building agents. Increased oxidization in the intermediate metabolism alone can accomplish this.



URICEDIN fulfills these requirements. The success attained in the treatment of Gouty subjects, numerous trials in the clinic and in practice, demonstrate the thoroughly scientific basis upon which URICEDIN is built up.

URICEDIN exerts in the body the property of expelling in normal fashion the Uric Acid combinations circulating in the blood and deposited in the System, and also prevents their renewed generation.

*Clinical samples will be gladly sent
upon request.*

Barnes Chemical Co., Inc.
132 West 31st Street, New York City.

You may send me without charge a sample of URICEDIN for clinical trial.

Name..... M. D.

Address

Druggist

ployees' cafeterias and scores of other activities.

It remains up to the plant physician to enter into every activity which concerns the worker's health and efficiency. By so doing he will increase the value of his service to industry. When such value is established its future is assured.

To the writer it is extremely surprising that a large number of plants are not retaining a part-time physician, or even a nurse, simply because the program has not been sold properly to them. *Because of that fact the medical profession has overlooked or failed to take advantage of a substantial income in itself even at the beginning.*

One of the most unique plans which the writer has seen in use is the cooperative plan of works hospital. This plan is supported by several plants situated close to each other. Centrally located to all plants is located the workers' emergency hospital with its trained nurse and physician.

There were five plants co-operating in one of these emergency hospitals. For any one of those plants to have provided the identical equipment would have been practically prohibitive, whereas the cooperating scheme provided a most complete emergency hospital equipment at a fraction of what the cost would have been to any one concern.

The records showed that the number of workers treated for each concern and the total cost of operation expense was borne proportionately by them. The expense of new equipment was equally divided among the five.

There are scores of such groups of plants which could profit by such a program but which would find it rather expensive to maintain a separate equipment of their own.

In that instance there were close to one thousand workers who were under this service plan. The cost of operation for the first ten months was a little

RADON

(Radium Emanation)

in

GOLD and GLASS Seeds

also

STANDARD SIZE
NEEDLES and TUBES

Quick Delivery to all parts of
United States and Canada

STANDARD
CHEMICAL COMPANY

No. 1 East Forty-second Street
New York City

Send for detailed information

EFEDRON

(Hart Nasal Jelly)

Exhibiting ephedrine hydrochloride in a water soluble jelly base for use in treatment of all inflammations of the nose.

The following advantages are peculiar to EFEDRON

1. Free and maximal ephedrine action. Immediate re-establishment of normal breathing space by shrinking the mucosa, in all inflammations, acute or chronic, in infants or adults.
2. Prolonged soothing contact—prolongs ephedrine action without reaction—allays irritation and avoids insulating effect of oily bases.

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12 N. E. 3rd St., Miami, Florida

Send me large size tube FREE.

M. D.

An Ancient Prejudice Has Been Removed



**“toasting
did it”—**

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive ACRIDS (pungent irritants) from the tobaccos.

YEARs ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer justified.

“TOASTING,” the most modern step in cigarette manufacture, removes from **LUCKY STRIKE** harmful irritants which are present in cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies, and so **“TOASTING”**—LUCKY STRIKE'S extra secret process—removes harmful corrosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus **“TOASTING”** has destroyed that ancient prejudice against cigarette smoking by men and by women.

“It's toasted”

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

© 1929, The American Tobacco Co., Mfrs

over \$8,500. Executives of the respective concerns placed a value on the service of from double the cost to four times the cost of operation.

The survey by the writer embraced 182 concerns with a total of over 220,000 workers of which approximately sixty percent were women. This number did not include branch plants or such equipment located along the lines of railroads. In many instances such railroads were represented by equipment located at their larger car and locomotive repair shops.

The tabulation includes 32 food plants, 7 automobile plants, 14 electrical concerns, 26 furniture manufacturers, 6 drug manufacturers and 98 miscellaneous industries.

The number providing first-aid rooms, nurse and doctor on call were 21; the number providing first-aid rooms with both doctor and nurse part time were 93.

52 provided two nurses full-time and a doctor part time; 17 provided a doctor full-time and two nurses full-time.

Forty-six examine all employees; six examine all employees periodically; 37 provide dental service for their workers; six of the electrical companies check the sight every six months; two storage battery companies check the lungs of those working in the lead rooms at least three times each year.

The number of periodic examinations, outnumbers the examination of applicants for employment. The entrance examination is being turned to as a means of eliminating the physically unfit from being employed in hazardous tasks. 182 concerns claimed that these examinations were the most effective

means of reducing accidents and days off sick by workers.

There are a large number of industries subject to industrial hazards and these entrance examinations are most essential in such industries. Often men physically unable to hold certain jobs are physically fit for other tasks within the organization.

The nurse and physician in industry has been responsible for the providing of the employees' cafeteria. Upon doctor's orders many workers subject to anemic conditions receive a small bottle of milk both in midforenoon and midafternoon. Such action has saved many a valuable worker to industry.

One instance was found where one of the best bookkeeping machine operators was losing pep. After a close examination it was decided to place her upon a milk diet in midafternoon and an egg malted milk in mid forenoon. The company stood the cost of this. Every week-end she spent on a farm. Two months of this convinced the plant physician that his plan was well worth-while and that every cent spent upon such diet was a most profitable investment.

The plant physician has detected through the periodic examination much difficulty due to infected teeth of workers. Their attention in this respect has saved many a day or more at home on account of defective teeth.

In a surprisingly large number of instances the visiting nurse goes to the home of a sick worker in an effort to make sure that the worker is being properly cared for and that the treatment is being followed. This work has returned many a man to his place as much as a week or more

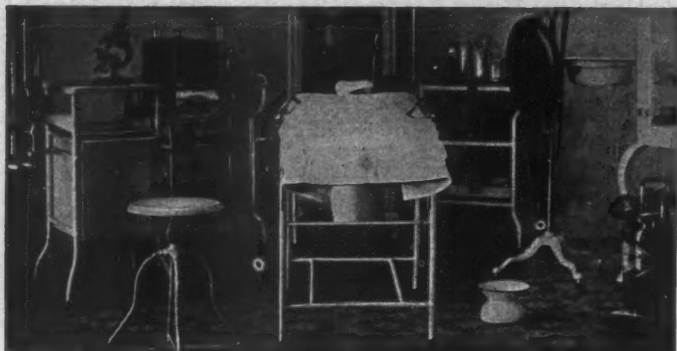


Physicians indorse PHENO-COSAN

If you have any eczema cases in your practice, you will find that PHENO-COSAN will effect a complete healing and elimination. Physicians all over the country are sending us enthusiastic reports of their success with PHENO-COSAN. Free sample to physicians.

Whitney Payne Laboratory, Inc. Penllyn, Pa.

"A Well-Equipped Office Is a Sound Investment"



THIS monthly page is planned as a directory of manufacturers who are able to furnish helpful intelligent service in matters pertaining to office equipment. Their advice and literature is furnished without obligation. Write them, or see your dealer.

Furniture

Allison Office Furniture

W. D. Allison Co.,
Indianapolis, Ind. (See Page 101)

American Metal Furniture

American Metal Furniture Co.,
Indianapolis, Ind.

Sterilizer

Castle Sterilizers

Wilmot Castle Co., Rochester, N. Y.
(See Page 3)

Pelton Sterilizer

The Pelton & Crane Co.,
Detroit, Mich. (See Page 85)

Specialists' Office Outfits

Sorensen Diagnostic

Treatment Cabinets

C. M. Sorensen Co.,
Long Island City, N. Y.

Miscellaneous

Schellberg Colonic

Therapy Apparatus

Schellberg Mfg. Corp.,
New York City (See Page 82)

X-Ray Equipment

Acme-Engeln

American X-Ray Corporation
Chicago, Illinois

Victor

Victor X-Ray Corp.,
Chicago, Ill. (See Page 50)

Wappler

Wappler Electric Co.,
Long Island City, N. Y.
(See Page 46)

Physiotherapy Equipment

Acme-Engeln

American X-Ray Corporation
Chicago, Illinois

Eveready Sunshine Lamp

National Carbon Co.,
Cleveland, Ohio (See Page 58)

Hanovia Alpine Sun Lamps

Hanovia Chemical & Mfg. Co.,
Newark, N. J. (See Page 30)

McIntosh Diathermy

McIntosh Electrical Corporation,
Chicago, Ill.

Victor

Victor X-Ray Corp., Chicago, Ill.
(See Page 50)

Wappler

Wappler Electric Co.,
Long Island City, N. Y.
(See Page 46)

What Are YOUR Office Equipment Needs?

earlier than he would have returned otherwise.

The industrial physician has before him one of the greatest opportunities in existence today to serve the community, to its own great benefit and his. Ten more years of such strides as have been seen during the last ten will place industrial medicine upon the horizon either as a favorable trade wind of great strength or as a gale of formidable destructive power, according to the viewpoint with which the physician-reader looks at it. If he wants to ally himself with

this great movement it is up to him to find his course of service. Otherwise he is in some danger of being left behind when the wind begins to blow.

The practitioner of today cannot go safely along, blithely ignoring the movement of the times. He should at least study his own position in relation to industrial medicine and decide in just what direction he will head. Even if he only raises a jib to the breeze of part-time industrial practice, he will at least be moving with the wind and not against it.



Those First Two Years Are the Hardest

Continued from Page 17

and eligible for the A.M.A. The second month I joined the O.P.D. of two hospitals, one a local city hospital. The latter one I quit later because it was of no educational benefit. I still attend the first, a large general hospital,

faithfully. During the past three years I remember being absent just twice. On several occasions I have delayed making calls rather than to be away from my clinic. All because it has been

When the Vacation Is Over—

THE "let down" feeling after a strenuous vacation is often a serious handicap rather than a trifle to joke about. Particularly in *delicate individuals*, those with a recognized *constitutional diathesis*, those with *cardiac affections*, the combination of fatigue and the extra effort expected in the Fall so lowers resistance as to noticeably increase susceptibility to respiratory infections or further organic impairment.

In such cases prescribe:

Gray's Glycerine Tonic Comp.

(Formula Dr. John P. Gray)

The prompt results will be improved appetite and assimilation, increased vitality, greater resistance to "colds" and their associated troubles.

Samples and literature will be sent to Physicians on request

THE PURDUE FREDERICK CO., 135 Christopher St., N. Y.

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Try this Tonic Laxative

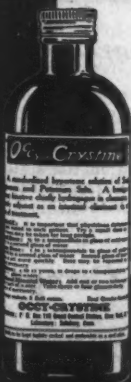


AGAROL

the original mineral oil emulsion with phenolphthalein, not only softens the intestinal contents but *gently stimulates* the peristaltic action and thereby aids in re-establishing normal bowel function.

We will gladly send you a liberal quantity to convince you of its merits

WILLIAM R. WARNER & CO., INC.
Manufacturing Pharmacutists since 1856
 113-123 West 18th Street
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OCCY-CRYSTINE *Therapeutically Correct*

Contains **Sulphur** in such form as to become **Colloidal** on entering the stomach

USEFUL IN

Neuritis · Arthritis · Hypertension
 Dropsical effusions · Alcoholism
 Simple Headache & Biliousness
 Auto-intoxication (Intestinal)
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Send for free sample and explanation

OCCY-CRYSTINE CORPORATION

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Dr.

St.

City State

a great deal of help to me in experience and education.

Gradually the calls began to come in more frequently, but even after one year of practice the income would not pay expenses. I had to apply for more loans.

Yet there was nothing to do but make the best of it and I had always considered myself a good "war horse". Others have lived through it, I thought, some of them probably less fortunate than I. So why worry.

And I didn't worry. I did not fail to look after recreation and amusement, always managing to get an afternoon or evening off. It served as a tonic and helped to break the idle hour.

Of all the men I have met I haven't yet found one who keeps carbon duplicates of prescriptions. This has always been my practice. If a patient comes the second time, I don't ask what color or form of prescription I gave them, but look on my duplicate. It is also useful in avoiding a repetition of the same prescription if necessary. Another aid I have is a simple index system, containing case histories and progress of all my cases. I also have a daily ledger of income and expense, this being in the form of a diary.

As my income became larger I began to expand, and bought several new office appliances. These included medical books and accounting systems, and after two years I moved to better quarters.

Now here, let me draw several lessons from my own mistakes. First, locate on a street which most people know and which is within easy reach. Very few knew how to get to my former place because it was in a new section and in a dark neighborhood. At present I am near a subway station and most people know where my street is.

Another foolish thing I did was to be too lenient about payments, for I was more anxious to have something to do than to get paid for my service. This policy proved costly to me. Now I have a different system and at the end

An approved means of antisepsis

for inflammatory vaginal conditions

THE physician frequently meets cases in which the vaginal douche does not prove a convenient means of vaginal antisepsis. It is, however, imperative to avoid any possible irritation of inflamed membranes.

A safe, approved treatment in these cases is the Vagiform, carefully prepared to answer this need. Clinical experience has shown Vagiforms to be remarkably soothing and healing. The base melts swiftly at body temperature and permits the active medication to remain in contact with the tissues a sufficient time to accomplish the desired effect. Vagiforms are so shaped that the patient can insert them easily.

Many physicians prescribe Vagiforms for such conditions as leucorrhea, vaginitis, and cervicitis. They are packaged in boxes of twelve. We should be glad to send you a box without charge. Address the Medical Department, The Norwich Pharmaceutical Company, Norwich, N. Y.

Each Vagiform contains: Alum Compound (non-irritating), Boric Acid, Red Iodide of Mercury Salicylic Acid, Quinine Sulphate, Cocoa Butter.



Vagiforms

After-Constipation

and the choice of the laxative . . .

In overcoming the difficulties arising from the after-effects of certain of the most common drugs, Feen-a-mint presents certain advantages shared by no other laxatives. In its case effectiveness is secured by a small and carefully regulated quantity of phenolphthalein yellow—a drug noted for its freedom from after effects. This is evenly distributed throughout the chicle of a palatable, mint-flavored chewing gum, and thus inevitably

secures the admixture with the saliva essential to even and thorough action. Maximum effectiveness is thus combined with minimum discomfort.

For both children and adults this novel method of administering a thoroughly tested and recognized drug is dependable, practical and always acceptable to the patient.

A generous physician's Trial Supply of Feen-a-mint will gladly be sent you free on request.

FEEN-A-MINT

Health Products Corporation, Dept. M.E. 10, 113 N. 13th St., Newark, N. J.

ANTISPASMODIC

INDICATED not only in General Medicine, but also in Obstetrical and Gynecological practice. Contains no Narcotics.

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[For up to 4 oz. and 16 oz. Bander Sample (to the Profession) on Request]

NEW YORK PHARMACEUTICAL COMPANY
BEDFORD SPRINGS, BEDFORD, MASS., U. S. A.
Per Sale by Druggists

SEDATIVE

of the month there is very little outstanding.

Being a physician is a business and business methods have to be used with fair regularity. Now, when I get a case that needs several treatments, I outline my policy to the patient, and he has the choice of making payments for future treatment at a special cash price, or of paying each time he comes. I explain that the latter method needs bookkeeping and therefore will cost more.

Another piece of advice I offer to beginners is to take out insurance, no matter how small, and let this be a nucleus for emergencies and old age. Don't take out a short-term policy unless you can meet the premium. During my first year I took out a five year convertible insurance plan on the hope that at the end of five years I will be able to convert it to a plan more beneficial.

During my second year I increased my insurance, this time taking out an ordinary life policy. All of my policies have the "trimmings"; that is, double indemnity, disability benefit, and so on. All the policies have cash and loan values, according to their age.

My latest policy is a small one for health and accident alone. Next year I plan to increase again. One policy I am desirous of getting but can't afford now is one that would pay for ordinary illnesses. Medicine is a one-man business and should I become sick, expenses will still have to be met, but income will cease. I therefore want something that will compensate me if I am suddenly put in a position where I can not earn my own living, and hence the sickness policy.

I strongly urge my fellow beginner to put a generous pro-

portion of his savings into insurance.

Being of a systematic nature I devised a special form for itemizing and classifying all expenses with a column alongside for recording monthly incomes. Each month has a column for both expenses and incomes, and at the end of the month and again at the end of the year I know just where I am. I have labelled this table No. 1 (reproduced herewith).

My comparative monthly income is shown in table No. 2. The necessity for accurate records in computing one's income tax forms one of the greatest advantages of such a system, and I strongly recommend that every beginner, even in his first few months, adopt some form of accounting to suit his needs.

Table No. 3 gives a summary of cases seen during the first and second years. This table, however, does not show total office or house calls or the average number of visits for each case. I tried to classify the cases according to specialties.

I must admit here that in many cases I could not make a diagnosis on the first visit. It was necessary to make later calls in order to complete the diagnosis. An inability to make a diagnosis after seeing the patient twice makes me more strongly than ever aware of the fact that I don't know all there is to know about medicine—and I am always willing to learn.

During my third year I have been able to meet all expenses, pay up my loans and start a nucleus in a savings bank. Perhaps if I had located in a smaller city I would have enjoyed an easier beginning and greater immediate financial return.



60% involvement healed by PHENO-COSAN

For acute and chronic eczema. An involvement of 60% of the dermal area of a 20 months old child was completely eradicated in eight weeks. This case failed to respond to all other treatments. Free sample to physicians.

Whitney Payne Laboratory, Inc. Penllyn, Pa.

Pollution of the Life Stream

or in other words depraved or poisoned conditions of the Blood, present in septic infection, the malignant stage of febrile diseases, or in the so called "typhoid condition" suggests the use of Echinacea, aided by Iris and Viola, or

ECHITONE

which supplies these useful herbal agents in active form. Practical use by many physicians has established its value and fully warrants a trial by the discriminating physician.

Irritation or inflammation of the genito-urinary tract calling for the use of antispasmodic, diuretic and eliminant agents responds favorably, in the majority of cases to

CYSTO-SEDATIVE

a carefully made combination of Thuja, Pichi, Saw Palmetto, and Saw Palmetto.

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*Products You Can
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For 75 years Eimer & Amend have furnished the physicians and pharmacists of the United States with drugs, chemicals, pharmaceuticals, laboratory apparatus and scientific supplies.

Beginning in 1851 with a small retail drug store on the corner of Third Avenue and 19th Street, New York City, the business has expanded each year until now, in 1929, the establishment covers an entire city block.

Each Eimer & Amend product no matter what its nature, conforms to the highest standard of quality... a fact that has won and held for over three quarters of a century the confidence and respect of medical and pharmaceutical professions alike.

*Samples of any of our products gladly sent
on request.*

EIMER & AMEND

Est. 1851

Inc. 1897

Third Avenue, 19th to 19th Street, New York

Dr. Hudson

Cont. from Page 14

ing his long stay in the institution, old John Doe was known to have talked on only one occasion and then his speech was confined to a single sentence. His utterance on that occasion, however, should have entitled him to a Carnegie medal.

Two employees were digging a deep trench for a drain pipe back of the barns. With no one in sight or in hearing distance except John Doe No. 1 who was idly watching, the bank caved in and the men were buried up to their shoulders. Instantly the old man started on a run. He passed two or three buildings, and several persons walking in the grounds, not pausing until he reached my desk in the administration building where he blurted out "For God's sake go down to the barn and dig the fellows out of the pit!"

The workmen were speedily rescued. I failed to notice Doe

among the onlookers, and later I learned that on leaving my room he had gone immediately to the ward in which he lived and gotten in bed.

Dr. Hudson found that the old chap was more than a match for all the ingenuity that she could muster. Repeatedly she led him to the scene of the cave-in, then hurried him to my office and tried by simulated excitement to make him talk. Always these efforts resulted in total failure.

John Doe No. 2 was a Scandinavian. Of this we were certain from his personal appearance and accent. He was a clean, well-mannered sailorman. One morning he had arrived at a sailors' boarding house where he was unknown. As he was apparently without funds, sick and non-communicative, he was promptly dispatched to our hospital. He willingly answered general questions, but positively refused to give his

The Standard Effervescent Saline since 1895

SINCE 1895 Sal



Hepatica has been the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification, without creating a condition of tolerance.

It is also the ideal treatment to alkalize the system. It is efficient, palatable, reliable and a preparation that the practitioner can well recommend.

(Samples for clinical purposes)

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of Arthritis, Arthritis Deformans, Osteo-Arthritis, Neuritis, Sciatica, Acute Articular Rheumatism and other of the Rheumatoid and Neuritic group were reported after treatment with

FARASTAN

(Mono-Iodo-Cinchophen)

Result: Improvement in 84% of cases.

May we send you reprint of recent publication and a full size package for clinical test in your practice?

The Laboratories of
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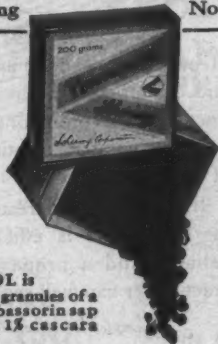
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A Purely Vegetable Laxative

Non-irritating

Not habit forming - Pleasant to take



NORMACOL is the coated granules of a species of bassorin sap with about 1% cascara sagrada.

The action of **NORMACOL** is due principally to its ability to increase to five times its original volume in the intestinal tract. This volume stimulates peristalsis and results in a soft, smooth and non-irritating bulky evacuation of the bowels without pain, griping or digestive disturbances.

Samples and literature upon request



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New York, N. Y.

name, family history, or names of ships on which he had sailed. This man had a clearly marked case of arterio sclerotic dementia.

Dr. Hudson spent many an afternoon with John Doe No. 2. She would take other patients who had been seafaring men, to see him, and would eagerly listen to the conversation. With such men John Doe No. 2 would talk of foreign ports and of life at sea, but never would he divulge the name of any ship on which he had served, or anything else that would give a clue as to his name or home. The patient seemed to like the young doctor and once when she was urging his confidence he promised that some day he would tell her what she wanted to know.

It was not until his final illness, however, that he told her of leaving his home in the interior of Denmark. His father wanted him to work on the railroad, and as this was not to his liking he had slipped off to sea. He gave Dr. Hudson the names of relatives. In a few days he died, and the doctor wrote to the addresses that he had furnished. Very promptly came a letter from the patient's brother thanking the doctor for her interest in the wanderer, and sending twenty dollars which he asked to be given to the nurses who had been kind to the man whom they knew only as John Doe No. 2.

While striving to identify the two men, Dr. Hudson had been making similar efforts with respect to the woman. Mary Doe quite evidently was a lady of refinement. She had been in the hospital a couple of years, having been brought to us from a railroad station where she was found wandering aimlessly. She had absolutely no recollection of any of her past life.

The usual methods of showing pictures of various cities, displaying time tables, and talking of churches, women's clubs, theatres, schools, and other matters of feminine interest, all failed to break down the barrier. Mary Doe would listen with the same

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"ALKALITHIA" AS THE IDEAL RENAL ELIMINANT

Get rid of Uric Acid and correct the Acidosis before beginning treatment for Arthritis, Gout or Rheumatism.

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Blue Litmus Paper

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ERGOAPIOL (Smith) is a product designed exclusively for the medical profession to be used by its members in the treatment of disturbances of the menstrual function.

It is extensively prescribed where there is need to relieve menstrual distress without resort to narcotic drugs.

The esteem in which the preparation is held by members of the medical profession is attested by its widespread use in the treatment of such menstrual disturbances as amenorrhea and dysmenorrhea. Literature on request.

Dosage: Ordinarily, one to two capsules are administered three or four times a day.

As a safeguard against imposition, the letters M. H. S. are embossed on the inner surface of each capsule—thus



Capsule cut in half thru the seam, showing initials.

MARTIN H. SMITH COMPANY,

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U. S. A.

PRUNOIDS

A lack of secretion in the intestines is one of the principal causes of chronic constipation. Prunoids given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each), Cascara Sagrada, DeEmetinized Ipecac and Prunes.

Gentlemen:

Please send me a professional sample of PRUNOIDS.

Dr.

Address

Samples to Physicians Only

**Sultan
Drug Co.**

Saint Louis
Missouri

interest that might be expected from an intelligent child who was hearing of such things for the first time.

Dr. Hudson had given directions that so far as possible all visitors to the institution be given opportunity to see Mary Doe, and the young doctor took pains to see that these orders were carried out. She seemed obsessed with the belief that she was going to bring this patient out of the darkness into the light. I encouraged her to the extent that when I had visitors from a distance she was freely accorded permission to "introduce" Mary Doe.

One day a distinguished alienist from the Middle West arrived in our city to address the county medical association. He was to be my guest at dinner, and as he and I were driving into the hospital grounds I was hailed by the young woman doctor.

"Mary Doe is on the porch. May I have her come to the car just for a moment?" she pleaded.

I readily agreed and she waved the patient to come to us. As Mary Doe approached the automobile her face displayed animation, and advancing with outstretched hand she greeted the visitor by name.

"How do you happen to know me?" he asked. "Why we were neighbors in Evanston," she exclaimed, "and you were one of my son Ned's best friends."

"Certainly, and I spent many a pleasant hour at your house," he replied.

We excused ourselves, promising to see the patient very soon. Immediately upon reaching my quarters I summoned Dr. Hudson, and put in a long distance call for Chicago. My guest explained that our Mary Doe was a widow with two children. The son Ned was the foreign representative of an American banking house and the daughter the wife of a Chicago business man.

When connection had been established with the daughter's home I let Dr. Hudson do the talking. The daughter started for our hospital by the next train and she was accompanied by her brother Ned who happened to be on vacation in this country.

After a joyous reunion with their mother, who seemingly had returned to a perfectly normal state of mind, they told me the story of her disappearance. She had gone from her daughter's home to shop at a large department store. It was known that she had been to the store, because her name had been taken down by a floor walker as being one of the witnesses to a serious elevator accident. From this point there had been no trail. Local hospitals had received no such person, nor could the police fathom the mystery.

(Turn to Page 120)

"According to Guttman (See U. S. Dispensatory 1926, page 388) one part of creosote in three thousand completely inhibits the growth of bacteria," hence its value in the treatment of

TUBERCULOSIS

As it retards the progress of the disease, prolongs the life of the patient and aids in final recovery.

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(KILLGORE'S)

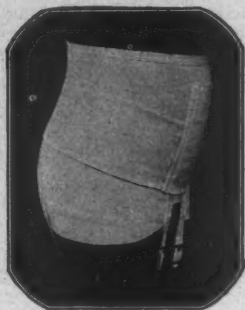
Meets all the requirements of the creosote treatment

Sample and literature on request

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meets demands of present styles in dress. Takes place of corsets. Special long laced back; soft extension low on hips. Excellent hose supporters attached. For Ptois; Hernia; Pregnancy; Obesity; Sacroiliac Strain; Kidney conditions; High and Low Operations, etc.

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It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of Peacock's Bromides than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

Gentlemen:

Please send me a professional sample of PEACOCK'S BROMIDES.

Dr.

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Samples to Physicians Only

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DeLaRue, Thomas	75	Post Electric Co., Inc.	49
Dionol Company, The.	44-45	Purdue Frederick Co.	107
Elmer & Amend.	84-112	Reed & Carnrick.	80
Faichney Instrument Co.	60	Schellberg Manufacturing Corp.	52
Farastan Company.	114	Schering Corporation.	114
Fellows Medical Mfg. Co., Inc. Inside Front Cover		Schering & Glatz, Inc.	88
Fitch Co., A. Perley.	99	Skier Mfg. Co., J.	65
Gallia Laboratories, Incorporated Inside Front Cover		Smith Company, Martin H.	116
Haley M-O Company, Inc.	92	Smith, Kline & French Laboratories.	6
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Health Products Corporation.	110	Standard Chemical Company.	103
Heilkraft Medical Co.	81	Storm, Katherine L., M. D.	118
Hynson, Westcott & Dunning.	8	Strong, Cobb & Co., Inc.	112
International Mercantile Marine Co.	62	Sulton Drug Company.	116
Janvier, Inc., Walter.	66	Tilden Company.	53-69
Johnson & Johnson.	7	Tucker Pharmacal Company.	43
Keasbey & Mattison Company.	115	Vapo-Cresolene Company, The.	55
Killgore, Charles.	89-117	Victor X-Ray Corporation.	50
Kolynos Company, The.	56	Wander Company, Inc.	82-98
		Wappler Electric Company, Inc.	46
		Warner & Co., Inc., William R.	41-67-106
		Whitney Payne Laboratory, Inc.	47-51-57-105-111-119
		Zonite Products Corporation.	72



PHENO-COSAN for infant cases

Acute and chronic eczema. PHENO-COSAN is ideal for infant cases as there is no danger of general absorption of the drug used, nor of any toxic effects. Free sample to physicians.

Whitney Payne Laboratory, Inc. Penllyn, Pa.

VOLUME OF SOLUTION or PERIOD OF CONTACT?

The effectiveness of an anti-septic or astringent vaginal douche depends (for a given strength of solution) on—

1. The period of contact between the medicated solution and the surfaces to be treated.
2. The thoroughness with which application is made.

Some practitioners advise the use of a *two quart* douche with the assurance of a fairly long period of contact. But, as a matter of fact this period of contact is often *not long enough*. Nor do the straight streams thrown from the ordinary fountain syringe pipe distend the vaginal canal or enable the solution to reach beneath the membranous folds.

The MARVEL Whirling Spray

Provides a means of retention of the solution in the vaginal cavity for as long as may be necessary, and repeated manipulation of the bulb distends and flushes the entire surface with the gyratory motion of the spray.

Thus a douche may be given with the Marvel Whirling Spray with a period of contact equivalent to a *two gallon* douche or more, and with assurance of much more thorough and effective action.

A digest of modern Vaginal Douche practice has been compiled for us in booklet form. Use coupon below for your copy. Your prescription for the Marvel Whirling Spray can be filled at all drug stores.

THE MARVEL CO. M.E. 10-29
P. O. Box 1911, New Haven, Conn.

Please send me your free booklet—
"The Standardized Practice of the Vaginal Douche."

Name

Address

The evening of the day following the accident she was found in our railroad station several hundred miles from her home. My own interpretation of the strange episode is that the sudden shock of witnessing a distressing fatality unbalanced her mind and that an instinct to get far away prompted her to take the first outgoing train.

The mother and her children arranged to leave the hospital without delay, and they urged Dr. Hudson to accompany them and spend a short vacation as their house guest. She demurred, but as I knew of her tremendous interest in the former patient, I urged her and she accepted the invitation.

At the end of her two weeks' leave, Dr. Hudson returned.

"Tell me all about your visit," I asked, as she came into my office.

"Oh, I had a perfectly marvelous time. But the big news is that I am going to resign today."

"No!" I exclaimed. "Who is going to look after the next Doe patient?"

"That's the only thing that bothers me," she responded, "but they are practically up to date. Ned and I are going to be married tomorrow morning and sail at noon for France."

The Purchase Money Notes Reported by Lawyer Hayward



HE doctor had bought a new car, sold the old one to X, took "purchase money" notes retaining the title to the car until full payment, and sold the notes to the local

bank.

Then the local freight smashed the car at a local crossing, and the railway company settled by issuing a joint check to the doctor and X.

"You had no right to settle with them as long as the notes were in our hands," the bank contended, but the Supreme Court of Tennessee ruled in favor of the doctor and the company in *Bank vs. Union R. R. Company*.



ARHEOL

The active principle of "Sandalwood" Oil. All impurities affecting stomach and kidneys removed.

*Passed by Council on Pharmacy and Chemistry,
American Medical Association.*

RIODINE

Organic Assimilable Iodine

Riodine is a 66% solution in oil of an Iodized Glyceric Ether of Ricinoleic Acid $(C_{18}H_{33}O_3)_3(IH)_2C_3H_5$.

It contains about 17% by weight of Iodine. The Iodine is retained by the body for as long as eighty-four hours, when Riodine is administered, giving maximum utilization with minimum dosage. Iodism is reduced.

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NEO-RIODINE

Aqueous Solution of Organic Iodine for Injections.

Contains 44% of Iodine for decided and immediate effect. Suitable for injections, rapidly diffusible and free from Potassium. Does not produce Iodism.

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